A U.S. DEPARTMENT OF COMMERCE SERVICE

International Commerce

International Trade Winds

Company News

ELECTRONICS—Fairchild Camera and Instrument Corp. and National Semiconductor Corp. have announced a broad patent cross-license agreement covering all of the semiconductor and integrated circuit patents presently held by each firm. The agreement licenses worldwide use of the patents and worldwide sales of the products except in Japan. The licenses extend for the life of the patents, most of which have been recently issued.

NEWS SERVICE—The Associated Press and Dow Jones & Co., Inc., have announced a major new business and financial overseas news service, the AP-Dow Jones Economic Report, scheduled to begin operations April 1, 1967. The new operation will be headed by a special staff, but will call upon the more than 4,000 AP and Dow Jones staff members overseas for information. News reports will be delivered by private teleprinter wire to individual subscribers outside the U.S. and Canada, including bankers, brokers, industrialists, traders, and other businessmen.

DESALTING EQUIPMENT—A contract for the design and construction of the world's largest flash-type sea water desalting plant has been awarded to Aqua-Chem, Inc., Waukesha, Wis. The $7 million facility, which will provide 7,500,000 gallons of fresh water daily, is being built for the electrical power utilities divison of the Government of Mexico. The plant, to be erected in Rosarito, near Tijuana, is set for completion within 18 months.

MATERIALS HANDLING EQUIPMENT—American Machine & Foundry Co., New York, has licensed Hawker Siddeley Dynamics, Ltd., British aircraft manufacturers, to produce and sell AMF's Versatran automaton in the United Kingdom, Scandinavia, Western Europe, and the Commonwealth countries. The Versatran is a programmed positioning, transfer, and handling automaton, and is now extensively used in the automotive, ceramic, and glass industries.

Newsletter

Because of increased agricultural and industrial productivity, 127,000 Americans at their jobs can now produce a billion dollars in exports. Five years ago that same group would have fallen $50 million short--then it took 134,000 workers to turn out a billion dollars in exports.

"Engtrade 2" from Britain's Engineering Industries Assn. is heading for Chicago's ASTME show April 24-28 from its 9 Seymour St., London, W.1 headquarters. This trade mission of 30 company directors is interested in selling British goods ranging from machine tools to electrical and electronic equipment--but also will be looking for new U.S. products to make in the U.K. on sub-contract basis.

Does Hupp Corp. tell White Motor and McGraw-Hill? Of course; they are part of an exchange of ideas on world marketing at a seven-week course on overseas operation now being held in Cleveland. Next month in Chicago Parker Pen, Central Soya, Studebaker, Abbott Labs, Northern Trust, Burrows Equipment and others will do the same. What is your community doing to bring this expertise (and willingness to share it) to possible new exporters?

Japan remains an important and growing market for high quality American industrial hand tools. Thirty-two U.S. companies have solid grounds to reach this conclusion. A total of 2,447 visitors with Japanese trade connections visited their show at the Tokyo U.S. Trade Center this month, and left orders that may reach to $1,500,000 in the next year.

A breakthrough in U.S. hospital equipment sales to Germany is reported as a result of Commerce's exhibit at the Stuttgart International Hospital Exposition last May. Oxequip of Chicago has now received an order for a complete central piping system for oxygen and vacuum for a German hospital. Though the money outlay is relatively minor, this first penetration from the U.S. is major, says Oxequip's president Albert E. McKee.

Best-laid export plans are best-checked where the buyers are. So said L. C. A. Schwartz, export sales rep for Rotor Tool of Cleveland, summing up the lessons he learned at a Tokyo U.S. Trade Center exhibition. "Only after personal contact with the Japanese businessmen was I able to determine the best marketing approach for our products."

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

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the cover

This week's special 48-page report on Near East Markets Today touches many aspects of the area's commercial life. Some dominant ones are pictured on the front and back covers: oil, a refinery at Al-Ahmadi, Kuwait; tourism, a hotel in Cairo due to open in January, 1968, under Sheraton Corp. management; fertilizer, an Esso-Lebanese plant at Ras Sala'ata; education for technology, girls in a school in Baghdad, Iraq; farm machinery, the Minneapolis-Moline tractor factory at Ankara, Turkey; irrigation, water flowing in a Saudi Arabian experimental farm; chemicals, the Lederle (Cyanamid-KBC) plant at Tehran, Iran; large industry, the American Israeli Paper Mills, Ltd., installation at Hadera, Israel.

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Special Report

Near East Markets Today:
26 articles with charts, tables
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Region offers progress and substantial promise

Area will continue to need more and different products; chance for U.S. sales

By D. A. KEARNS-PRESTON

Director, Near East-South Asia Division
Bureau of International Commerce

Tribute should be paid to the energy and foresight of the many American firms that have built steady and profitable markets in the Near East over the past two decades.

U.S. exports to the area jumped from $162.7 million in 1946 to $1,073 million in 1965 as American products and industry contributed to the remarkable growth and development of the Near East.

Those firms that have not yet assessed the possibilities for market building in this rapidly developing region need not inquire whether the Near East will continue to need more and different products from the highly industrialized countries for its people, industries, and social overhead projects. It will. The question is whether U.S. producers and exporters will maintain or expand their share of this growing market in the face of determined competition from European and Japanese suppliers.

There are reasons for optimism. Revenues from crude oil production are increasing significantly in Iran, Kuwait, Saudi Arabia and the Persian Gulf. They also increased in Iraq last year despite the current oil pipeline dispute in neighboring Syria. American architectural, communications, management and agricultural consultants are playing key roles in Iraqi development projects, as they are in other Near East countries.

Development the watchword

Turkey's economic gains during 1966 were impressive and both there and in Iran the climate for foreign investment is especially inviting. U.S. exports to Lebanon registered remarkable gains in the first half of 1966 and the American share of the Israeli market rose to 28% in the same period.

Large development programs are underway in the Near East where numerous projects, large and small, are in various stages of planning and execution. In contrast to some other developing areas of the world, much of the bill is being financed from local revenues —not surprising in an area with over a fourth of the world's oil production and about 60% of its proved oil resources. Important as oil is to these countries, however, they are aware of its problems including that of depletion and are determined to invest for a future based on other resources. The present opportunities are largely a result of these efforts.

There is much scope for U.S. joint-venture and licensing initiative. In Turkey and Iran, for example, there is keen official encouragement for the establishment of import-competing industries. Emphasis on industrialization in the area is causing some long-time suppliers to consider producing there as the only alternative to loss of the market. U.S. Investment Guaranty Agreements have been concluded with six countries in the area, including Turkey and Iran. The absence of such agreements elsewhere has sometimes tended to discourage some potential U.S. investors.

Remarkable progress

As is true in other regions of the world, the Near East has problems not to be minimized. Some countries must pay special heed to their foreign exchange limitations. Economic-political issues are more prominent in others, and Near East problems seem to attract a generous amount of publicity in the world press. Also, larger defense budgets in several Near East countries are preempting some of the revenues that would otherwise be available for development projects. (Military budgets of some of these countries also include funds for sizable purchases of non-military hardware items for factories, commissaries and other agencies operated by the military.)

These and other problems are real enough, but the tendency of many U.S. firms to "panic" on reading adverse headlines often blinds them to the larger picture—that the Near East is an area of 100 million people making remarkable progress on many economic and geographic fronts.

Multiple markets

The Near East market is actually more than a dozen individual markets, each with its particular opportunities, challenges and problems. While U.S. products supplied about 20% of the $6 billion market in 1965, the trade figures show considerable variances in the U.S. share of individual country markets.

Political and economic conditions vary

Near East markets today

Information on more than a dozen different markets in the Near East is presented in this special 48-page section of International Commerce.

Development programs, investment conditions and outlook, direct selling, government buying, and import and exchange control regulations for the area are discussed, as well as market prospects in several specific industrial categories and for several individual countries.

The reports are written by foreign service officers in various posts abroad, and by country, area, and commodity specialists in the Commerce Department's Bureau of International Commerce and Business and Defense Services Administration.

Further information on many of the subjects covered is available from the Bureau of International Commerce. **Write:** Near East/South Asia Division, BIC-896, U.S. Department of Commerce, Washington, D.C. 20230.

THE NEAR EAST referred to in these pages extends from the UAR on the west to Iran in the east. Boundaries in this overall map are not strictly defined.

throughout the area and for any specific country the chances are brighter for some American suppliers than for others. In Syria, for example, a sizable increase in U.S. sales in 1966 reflects large food imports to offset a critical agricultural shortfall. The Syrian economy is under heavy strain both from the 1965 nationalizations and the drought of 1966. Buying is on a price and credit basis and competition is tight for each order.

Other suppliers pushing

In other areas the total market may be significant but U.S. sales are relatively small owing to traditional orientation toward another supplying country. This is true in Cyprus, the Aden Federation and some Persian Gulf states where the United Kingdom has long-established trade ties.

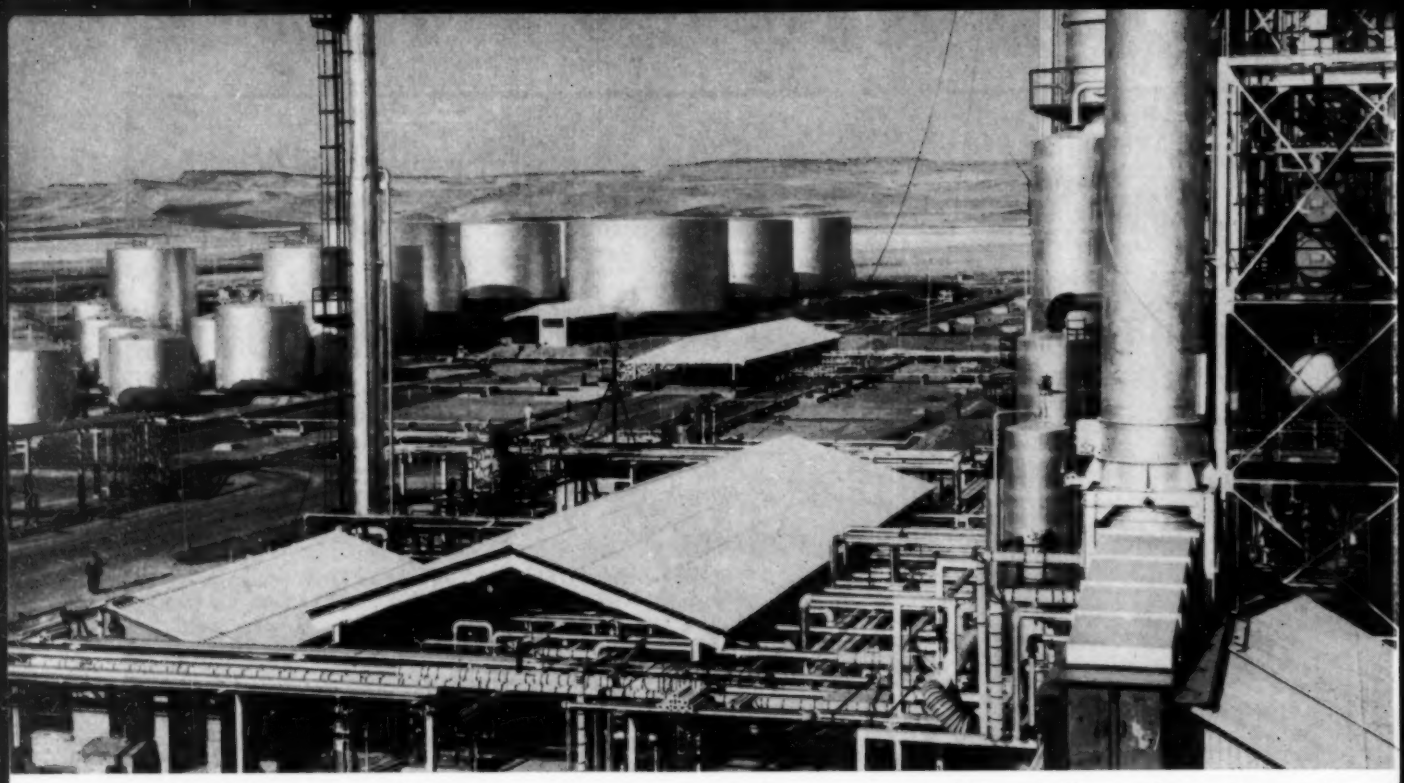
With heightened competition for Near East markets and the widespread use in the area of installment buying, the subject of export financing has become of more acute concern to U.S. exporters. At the same time, the improvement in transportation and communications, and knowledge about the Near East accumulated in recent years by leading American banks and industrial and trading corporations is affording the U.S. supplier greater access to the information needed for realistic decisions on credit financing in particular countries and individual cases.

Selection of the best available agent is of utmost importance to the penetration of a Near East market. It must be admitted that sometimes the "right" agent is found only by trial and error. On the other hand, careful consideration of alternative prospects can often produce happy results. A common decision is to give the agency to a firm that is known to represent a large number of American or European principals—more, perhaps, than can be competently served.

Choice of a smaller firm that restricts its activities to one or two lines of business is sometimes the wiser way, especially where a sophisticated product is involved. Once the agent is selected and appropriately encouraged he can provide valuable information, promotion and follow-up services.

Activity, vitality

The articles that follow give the reader an indication of how the United States is doing in the Near East markets, some thoughts on how it can do better, and some idea of the great changes taking place in the area. A picture emerges of activity and vitality in many fields of endeavor. Opportunity is knocking for the company that can usefully contribute, by product or service, to Near Eastern needs.



OIL REVENUES finance development programs in many Near Eastern countries, which use a wide range of U.S. goods. Above, a refinery at Batman, Turkey.

NEAR EAST MARKETS TODAY

Current development programs broad in scope; spark need for variety of goods, services

Many countries are financing with cash derived from oil; but even where dollars are short, such projects usually are given preference over less essential demands

By DAVID E. WESTLEY
Near East-South Asia Division, BIC

Near East development programs are big business. For enterprising suppliers they also mean profitable business. Such programs have a high import factor and cover a diversity of fields—from education to irrigation—requiring a wide range of goods and services.

A number of countries are financing a major component of their development plans with hard cash derived from oil. But, even where dollars are short, developmental needs usually are given preference over other, less essential demands. The scope and character of some of these programs is presented below. In most instances more information on individual programs and projects is available.

In Iran, oil and economic development are interrelated and are the major influences on the Iranian economy and market. They are bound tightly together. By law, 80% of Iran's 1967 oil revenues, estimated at close to $700 million, must be allocated to the country's economic development plan, although in past years actual expenditures have shown a shortfall.

As Iran's income from oil increases, so has its planned outlay for development. The most recent revision of the country's Third Development Plan, covering the 5½ year period September 1962-March 1968, envisages total expenditures of $3,067 million, up from the previous estimate of $2,667 million. The new level primarily reflected increased allocations for electric power and fuel, housing and construction, communications, industries and mines, and agriculture and irrigation.

Estimated spending on development projects by the Iran Plan Organization for the year beginning March 21, 1967 totals $972.9 million, allocated as follows (in millions of dollars): Agriculture and irrigation, $133.3; industries and mines, 162.4; electric power and fuel, 301.0; communications, 194.1; education, 60.7; health and sanitation, 47.5; manpower, 15.8; urban development, 14.5; planning and statistics, 4.0; and housing and construction, 39.6. Actual expenditures will depend on the level of foreign financing which is made available to the Iranians.

The Iraqi Five Year Plan—financed largely by oil revenues—covers the period April 1, 1965-March 31, 1970 and contemplates an investment in excess of $2

billion, including almost $1.9 billion by the Government. While maintaining economic stability, it aims to raise living standards, increase and diversify productive employment, and emphasize benefits to the low income groups.

Expenditures of the following magnitude are estimated over the five-year period (in millions of dollars with 1967-68 estimates in parentheses): Agriculture 486.0 (103.9); industry and power, 524.2 (113.7); transportation and communications, 308.2 (69.8); government buildings and social services, 377.4 (76.7); and other 174.9 (34.4).

Industry and power projects for 1967-68 are in the following fields: chemical industry, 29.8; textiles, 15.8; oil and gas, 19.6; medical, 1.9; food products, 3.2; construction materials, 5.3; electrical products, 0.8; metal products, 8.3; geological survey works, 0.4; power generation and transmission, 19.7; atomic energy, 0.5; training, 1.4; municipal electricity, 3.5; new industrial projects, 0.3; and others, 3.2.

Israel boosts spending

Israel's Five Year Program for Industrial Development, covering the years 1965-70, anticipates gross industrial investment of more than $1.5 billion during this period. Special weight is given to increased outlay for production of chemicals (minerals and fuels, building materials, machinery, rubber and plastics, wood and furniture, transportation equipment and metal products.

In the year ending March 31, 1967, developmental spending had been budgeted at $248 million, including (in millions of dollars): Agriculture, 25; water projects, 16; industry 11.6; mines and quarries, 11; electricity, 2; transport, 23; posts, 34.6; housing, 66; tourism, 5.3; road construction and maintenance, 11.3; and other, 42.2.

Shifting resources

The Israeli economic development effort in the near future will aim at shifting human and material resources from nonproductive (consumption) enterprises to competitive export industries. Increased development spending has been budgeted for the year ahead, reversing the downward trend of previous budgets.

The 1967-68 Israeli capital budget calls for a substantial boost in developmental expenditures to a figure of $352.7 million, with strong increases for housing ($96.6 million), industry ($28.3 million), and water projects ($31 million).

Tiny, oil-rich Kuwait has no comprehensive, multi-year, economic development plan; however, economic and social development is given high priority by the Government and its outlay for this purpose is expected to reach $148 million in the fiscal years which begins on April 1, 1967.

Government plans

Within the government sector of the economy, electricity production, distribution, and related projects estimated to cost $176.9 million are expected to get underway in 1967-68; water and gas projects costing about $262.6 million are planned. More than a third of the latter outlay is earmarked for the proposed Shatt-al-Arab water supply and irrigation scheme. Road construction in 1967-68 is estimated at $77 million, health and hospital installation at $52.5 million, telephone and other communications projects, $86.8 million, and civil aviation and port facilities, $37.7 million.

Within the area of Government-assisted private projects are plans for new buses ($1.4 million), a 10-to-12,000-ton ship ($16.8 million), a liquid ammonia and methonal plant ($33.6 million), an asbestos pipe facility expansion ($2.8 million), a bakery ($4.2 million), and a 1,500-ton dry dock. New plants under construction include those for producing cement, air conditioners, glass, soap, cotton textiles, paint, batteries, radios, shoes, and plastics.

In November 1965, the Lebanese Parliament approved an allocation of $88.3 million for development projects in the country's $350.6 million Five Year Developmental Plan considered to have the highest priority. This money was earmarked for the following projects (amounts in millions of dollars):

Irrigation and drainage, including the Akkar Dam, 16.2; Meifdoun Storage Dam, 11.4; technical and vocational training, 6.5; health development (hospitals and public health center), 15.8; Beirut River flood control, 3.9; hydroelectric plant at Joun, 11.2; thermal power plant at Jieh, 16.2; and University City, 7.1.

Project financing

Projects on this list, which does not include Ministry of Public Works projects or others financed by means of the general budget, are expected in large measures to be financed by supplied credits. Neither does it include privately sponsored industrial and other projects which loom importantly in Lebanon's free enterprise economy.

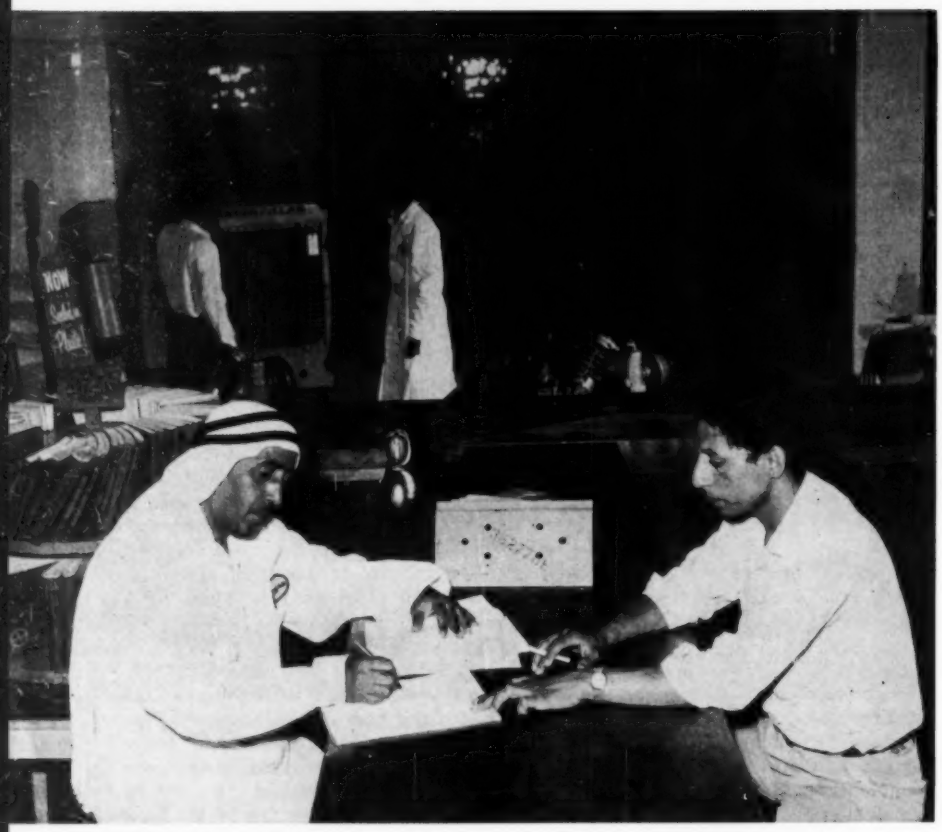
Development plans of the Saudi Government reflect its determination to broaden the base of the economy, now almost entirely dependent upon petroleum, and to build the infrastructure upon which a modern industrial state can be erected. The national budget for the fiscal

U.S. exports to Near East expand

(In thousands of dollars)

Country or area	1964	1965	January–November 1965	January–November 1966
Total,[1] Near East	1,071,353	1,073,460	961,815	1,099,123
Aden	5,246	5,573	5,171	4,506
Arabian Peninsula States,[2] n.e.s.[3]	17,034	28,571	24,345	24,555
Cyprus	4,593	2,904	2,431	4,067
Iran	131,253	162,337	147,062	169,526
Iraq	56,434	40,085	36,687	40,933
Israel	181,504	200,812	173,527	170,648
Jordan	20,339	19,535	17,493	25,656
Kuwait	55,369	65,853	59,722	80,602
Lebanon	57,217	74,543	63,425	76,684
Gaza Strip	[3]n.a.	[4]396	[5]392	196
Saudi Arabia	89,388	128,721	115,957	127,673
State of Bahrain	8,814	9,772	8,502	11,233
Syrian Arab Republic	11,038	13,255	12,485	19,083
Turkey	164,953	163,505	143,165	167,004
United Arab Republic (Egypt)	268,171	157,598	151,451	176,757

[1] Excludes special category exports.
[2] Includes Yemen, Sultanate of Oman and Muscat, Trucial States, and Qatar.
[3] N.e.s., not elsewhere specified; n.a., not available.
[4] May-December only.
[5] May-November only.
Source: Bureau of the Census, U.S. Department of Commerce.



DISTRIBUTOR IN NEAR EAST for Caterpillar tractors (left) discusses possible terms of trade with a prospective customer, as workmen in background put finishing touches on some heavy machinery.

year ending, October 1, 1967 is the largest in Saudi history. It was also balanced—stepped-up expenditures, including higher levels of developmental spending, being offset by anticipated increases in oil revenues.

For fiscal '67

Allocations for development in major fields during fiscal 1967 included (in millions of dollars); Transportation and communications, 170.0; agriculture, 18.5; petroleum and mineral resources, 7.8; and social services, 3.5. Transportation projects include in part, 11,109 kilometers of first and second class roads, expansion of the ports of Jidda and Damman and the development of Jubail fishing port, purchases of 200 railroad cars and four engines, and a major airport development program.

Agricultural projects include the Key Al Hasa irrigation and drainage project, expansion of Riyadh water reserves, the Wadi Jizan Dam, the Al Faisal land reclamation and settlement project, and four desalting plants.

The new budget also provides for the second phase of the country's $6 million minerals exploration program which is aimed at determining the commercial possibilities of known mineral deposits. Important municipal projects include a number of major sewerage and water supply programs already in progress or planned.

Other projects now underway include 26 hospitals of 25 to 50 beds each, 26 clinics, one sanitarium, 55 health centers, one child welfare and two quarantine centers; establishment of three vocational training centers, stadiums for Riyadh, Jidda, and Damman, and a model rural housing project. New appropriations are earmarked for five 50-bed hospitals, one 400-bed hospital, and rural clinics.

Turkey has five-year plan

Turkey's First Five Year Plan (1963-67) involves an expenditure of $6.6 billion, 60% in the public sector. The foreign exchange component of $2 billion is being financed in part by the OECD (Organization for Economic Cooperation and Development) Air to Turkey Consortium. U.S. participation through the Agency for International Development results in an immediate advantage for U.S. suppliers.

Under the Five Year Plan, special emphasis was given to a program designed to increase agricultural production. Fertilizer output is being sharply expanded through construction of new facilities and by expanding existing plants. Land under irrigation is being increased through a number of projects, including the Seyhan Irrigation Project and the Keban Dam. The latter will also provide important increases in electric power production for industry.

Additional development projects include construction of several large cement plants, expansion of the Batman oil refinery, construction of several textile plants, construction of a kraft paper plant at Caycuma, and expansion of mineral production, especially coal, chrome, and magnesite.

Within the framework of the Five Year Plan, Turkey's annual development program for 1967 envisages an outlay of about $1.8 billion. Modernization of agricultural methods will continue to receive attention in 1967. Emphasis also will be found in development of the mining and petroleum industries, and production of industrial chemicals, especially plastics. Meanwhile, the Second Five Year Plan, which will run through 1972, is under preparation.

UAR revises plan

The United Arab Republic's Second Five Year Plan (1965-70) was reexamined in mid-1965 in the light of past experience and the UAR's projected resources, and subsequently was extended to cover an additional two-year period. The revised plan, which calls for a total investment of $7.3 billion, continues to emphasize industry, as before, but places special stress upon expanding or improving existing plants and finishing projects already underway.

Projected spending over the 6 years includes, in millions of Egyptian pounds (millions of U.S. dollars): Agriculture, 287 ($660.1); irrigation and drainage, 270 ($621.0); the High Dam, 42 ($96.6); industry, 1,102 ($2,534.6); electricity, 263 ($604.9); transportation and communications, 558 ($1,283.4); housing, 270 ($621.0); utilities, 98 ($225.4); and services, 276 ($634.8). Industrial investment, comprising 35% of the total, is largely earmarked for oil and mining development, chemical industries, metallic and engineering industries, building materials, spinning and weaving, and foodstuffs.

Investment conditions, outlook have wide range

Most nations accept need for foreign participation; but attitudes, interests differ

By DAVID E. WESTLEY
Near East-South Asia Division, BIC

The need for private foreign participation in economic growth is accepted by most Near Eastern countries. But governmental attitudes, conditions of entry, and fields of interest vary from country to country.

In many instances, a substantial input of foreign capital and/or machinery and equipment may be essential to the venture. In others, this may be secondary to the need for patents, technical processes, and managerial skills, although know-how is considered a key input factor in most enterprises. In some instances, some degree of equity participation has been a necessity for reaching agreement—not because outside capital was essential, but to assure continued interest in the efficient operation of the enterprise by the foreign participant, and access to fertilization of new technological advances.

Overseas investment can provide a long-term continuing return to the U.S. firm in terms of profits or royalties, and frequently also results in new purchases of U.S. capital equipment. At times, it has been the only means to insure against being completely shut out of a long-standing and important market by a competitor, or to break into new markets. Import substitution—the policy of replacing imports, in part or wholly, with locally manufactured products—an important economic policy tenet of a number of countries, commonly results in highly-effective tariff or other protection designed to create a sheltered market.

Iran sparks interest

There is also a wide variation in the nature and extent of investment opportunities throughout the Near East, with shifting emphasis resulting from economic and social change.

One of the countries in which there has been substantial investor interest and action in recent years is Iran. With the decision in the last two years to establish basic aluminum, iron and steel and petrochemical industries, opportunities for investment in Iran have broadened.

The Government is seeking local and foreign private investors to establish manufacturing operations that would convert the semi-finished products of these industries into finished products. Although all three basic industries are still in the planning stage, the Government has approved establishment of two machine tool factories and is considering additional fertilizer production facilities. Other opportunities for investment exist in such industries as pulp and paper, glass, and food processing.

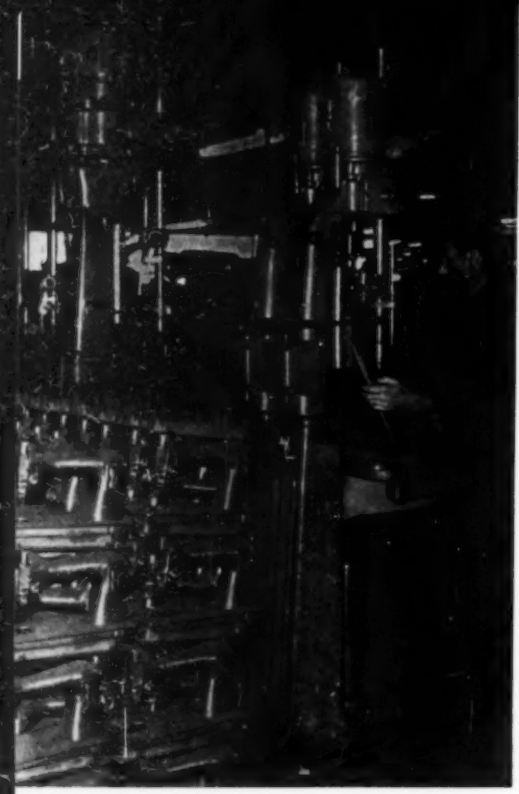
Private foreign investment is officially encouraged by the Iranian Government in areas which will improve the economic and industrial well-being of the country. Foreign investors enjoy the same rights and privileges as Iranian businessmen and, in addition, are guaranteed repatriation of profits and capital by the Law for the Attraction and Protection of Foreign Capital.

Government approval needed

All foreign investments must be approved by the Iranian Government, with actual approval of the investment being given by the Foreign Investments Board and the Council of Ministers. Applications for investment are made to the Center for the Attraction and Protection of Foreign Investment of the Central Bank of Iran.

The Government encourages joint

PRIVATE FOREIGN PARTICIPATION in economic growth is recognized as important by the governments of most Near Eastern countries. This Chrysler subsidiary is located at Antalya, Turkey.



SPECIAL INCENTIVES to foreign investments are available in Near East countries. This worker is making sewing machines at a Singer plant.

ventures with Iranian participation by a private Iranian firm or institution, the Iranian Government, or both.

Special incentives to investors in Iran are generally similar to those offered throughout the entire area. They include a 5-year tax holiday for firms locating more than 60 kilometers (about 37 miles) from Tehran, special depreciation and allowable expense schedules, import duty concessions on raw materials, machinery, and equipment, and, in some instances, protection against competitive imports.

Iraq offers incentives

Agricultural processing plants or assembly operations offer good opportunities to investors at present, while the development of a petrochemical industry also will require foreign participation. The Iraqi Government welcomes foreign investment; however, foreign shareholders are limited by policy and law to minority participation in approved ventures, with a requirement that 60% must be held by Iraqis or other Arab nationals. Frequently this entails some Government ownership.

Although Iraq offers several tax and import incentives to new enterprises, the fact that Iraq and the United States have not yet concluded an Investment Guaranty Agreement has tended to deter some U.S. companies.

The Government of Israel is stressing enterprises which will expand the country's potential, locate in development areas, and which provide added employment. Special encouragement also is being given to investments which can take advantage of existing international marketing organizations. Chemicals, pharmaceuticals, metal industries, electronics, wood manufactures, and tourism are considered desirable; enterprises producing knitwear, medical electronic instruments, machine tools, and dies and molds are specific examples.

The 1959 Law for the Encouragement of Capital Investment provides for remittance of profits, repatriation of capital and for tax and depreciation allowance incentives. Since 1963, administration of this law has strongly favored export-oriented industries. New incentives are contained in an amendment to the Investment Law now waiting Parliamentary approval. U.S. investors can avail themselves of the additional protection offered by the Investment Guaranty Agreement covering U.S. investments against losses from inconvertibility, expropriation, war, and extended risk.

Jordan a small market

Prospects for investment in Jordan are somewhat circumscribed by the small market, relatively low per capita income, and limited natural resources. The most likely fields for investigation seem to be small-scale industries for agricultural processing and facilities for tourists.

Jordan openly welcomes foreign investors and has just promulgated a new investment encouragement law covering the entry of foreign capital and providing tax and other incentives to approved investors. This is buttressed by active encouragement by the Government of Jordan Development Board and by a new Investment Promotion Office. U.S. investors are eligible for coverage on convertibility, expropriation, war risk, and extended risk under the U.S.-Jordan Investment Guaranty Agreement.

Kuwait wants to diversify

Expansion of Kuwait's petrochemical industries is a future possibility for investment. At present, light industrial and assembly plants, such as paint, glass, shoe manufacturing, and radio assembly, seem to be wanted. The Government is eager to diversify the economy, which now is dependent for the most part on oil. In conjunction with a recently adopted policy of industrialization, and Industrial Encouragement Law offering attractive tax, import, and other incentives to Kuwaiti and foreign investors recently was enacted. Kuwaitis, however, must hold 51% of the shares of new enterprises.

Kuwait has not concluded an Investment Guaranty Agreement with the United States, but foreign exchange is not a problem and the country does not im-

Exchange rates for countries of the Near East

Country	Currency	Rate	Value in dollars	$ equivalent
Abu Dhabi	Bahrain dinar	official	$2.10	BD 0.476
Aden and South Arabian Fed.	dinar	official	2.80	SAD .357
Bahrain	dinar	official	2.10	BD .476
Cyprus	pound	par value	2.80	C£ .357
Dubai	riyal	official	.21	QDR 4.762
Iraq	dinar	par value	2.80	ID .357
Iran	rial	par value	.013	Rls 75.75
Israel	pound	par value	.33	I£ 3.00
Jordan	dinar	par value	2.80	JD .357
Kuwait	dinar	par value	2.80	KD .357
Lebanon	pound	free	.32	L£ 3.08
Qatar	riyal	official	.21	QDR 4.762
Saudi Arabia	riyal	par value	.22	SR 4.50
Syrian Arab Republic	pound	official	.26	S£ 3.82
Other Trucial States except Abu Dhabi	riyal	official	.21	QDR 4.762
Turkey	lira	par value	.11	TL 9.00
United Arab Republic (Egypt)	pound	official	2.30	E£ .435
Yemen	riyal	free	.44 (approx.)	R 2.27

Investment incentives profile for Near East countries

Item	Cyprus	Iran	Iraq	Israel	Jordan	Kuwait	Lebanon	Saudi Arabia	Syria	Turkey	UAR
Investment encouragement law	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Tax concessions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Tariff concessions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Development bank	Yes	Yes	Yes	Yes	Yes	Yes	[1]	No	Yes	Yes	Yes
Cooley funds currently available	No	No	No	Yes	No	No	No	No	No	Yes	Yes
Investment guaranty agreement											
Convertibility	Yes	Yes	No	Yes	Yes	No	No	No	No	Yes	Yes
Expropriation	Yes	Yes	No	Yes	Yes	No	No	No	No	Yes	Yes
War risk	Yes	No	No	Yes	Yes	No	No	No	No	Yes	Yes
Extended risk	Yes	No	No	Yes	Yes	No	No	No	No	Yes	Yes
Double tax agreement with U.S.	Yes	No	No	No	No	No	No	No	No	No	No
Friendship and commerce treaty	No	Yes	No	Yes	Yes	No	No	No	No	Yes	No

1 Under consideration.
Note: Information as of January 1967.

pose limitations on capital or profit repatriation. Limitations include the smallness of the local market—population, a half million—and a shortfall in natural resources other than petroleum, necessitating importation of almost all necessary raw material and components.

Tourism in Lebanon grows

Recent, U.S.-connected enterprises in Lebanon cover a variety of sectors including fertilizer, plastic, cables, hotels and banking. Tourism in Lebanon is a major industry and is still developing. Interest has been expressed in partnerships with U.S. engineering and construction firms, as well as in other industrial fields.

Lebanon is strongly private-enterprise oriented and its tariff and exchange policies for the most part favor new enterprises. Tax and other concessions are available to approved enterprises and new encouragement legislation has been drafted. Action is underway to establish a development bank to provide medium and long-term credit to new enterprises, and the Government has taken steps to expand its advisory services to potential investors.

As against Lebanon's limited population and resources, there are very real plus factors in the form of the country's central location and its role as a business, financial center for the Near East, and, as an international vacation center. A U.S.-Lebanon Investment Guaranty Agreement has not been concluded; however, there are no restrictions on profit or capital transfers.

Fields with the most interest for prospective investors in Saudi Arabia probably include petrochemicals, fertilizers, cement, and the extractive industries. The Government of Saudi Arabia is extremely interested in encouraging investment. There is no limitation on the degree of foreign ownership in approved enterprises, although 25% or more Saudi ownership brings with its eligibility for a five-year tax holiday and other incentives. New investments are approved by a special Government committee.

Investments in minerals are covered by a special code and usually are awarded on a concessionaire basis.

Saudi Arabia has not concluded an Investment Guaranty Agreement with the United States; however, currency is freely convertible.

Syrian Arab Republic

Private foreign investment interest in Syria is limited at present. Although Syrian law makes tax and other incentives available to foreign investors, current conditions and governmental economic policies, including the 1965 nationalization of industry are not encouraging in this regard. The United States and Syria have not concluded an Investment Guaranty Agreement.

The Turkish Government favors foreign investment in projects providing import substitution and/or exports. Industries presently offering the best opportunities for foreign investors include food processing, metal working, chemical, industrial and household appliances, tourism, and assembly operations. Although the potential in the mining industry is great, serious interest has been relatively slight because of the restrictive provisions of the Mining Law, revision of which is now under consideration.

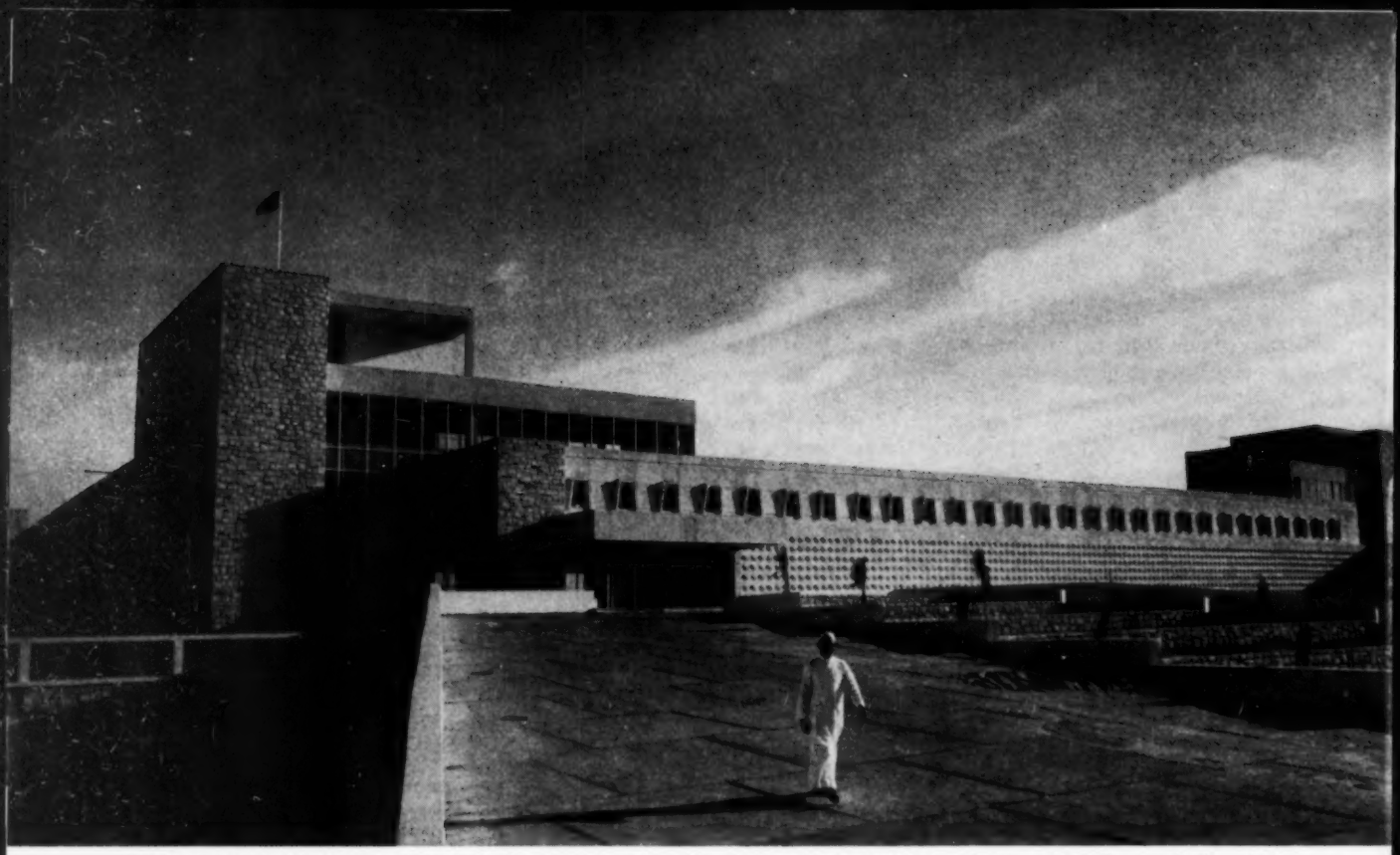
The Foreign Investment Encouragement Law of 1954 is designed to encourage foreign participation in the country's economic development by defining the objectives and conditions for private foreign investment and by providing safeguards and facilities to assist foreign investors. Investments approved under this law are allowed full repatriation of capital and profits. Most foreign investors have established joint ventures with Turkish businessmen, although there is no limitation on foreign control and no fixed percentage of Turkish capital which must be associated with the venture. Licensing agreements also are encouraged.

Turkey has signed an Investment Guaranty Agreement with the United States covering convertibility, expropriation, war risk, and extended risk.

Long-term plans in UAR

The United Arab Republic is interested in participation of foreign firms in certain heavily capitalized, highly technical industries, such as petrochemicals, in partnership with the Government. Management contracts also hold some promise. Looking beyond the country's present disadvantageous financial situation, reflected in rising costs and a dearth of foreign exchange, longer-term possibilities are offered by plans to develop the Aswan Dam area, create a trade and industrial complex in the recently established Free Zone at Port Said, and exploit new oil finds in the Gulf of Suez and in the Western Desert.

The UAR has a Law on the Investment of Foreign Capital and has concluded on Investment Guaranty Agreement with the United States covering convertibility, expropriation, and war risk. Cooley funds also are available for use by U.S. investors.



PUBLIC AGENCIES ARE MAJOR CUSTOMERS throughout the Near East. This is the Saudi Arabian Ministry of Petroleum and Mineral Resources.

NEAR EAST MARKETS TODAY

Government a big buyer

Such orders usually sizable enough to compensate for any delays in negotiating sales

By ROGER D. SEVERANCE

Near East-South Asia Division, BIC

It is a good bet that the largest buyer in a Near East country will be its own Government. Sales to governments may involve direct dealings with state trading companies, Government ministries and agencies, or state-owned industrial firms, or working through private agents.

Government orders are likely to be of substantial size that will more than compensate for any delays and extra effort of negotiating the sale. Often, Governments purchase their requirements on an annual basis. The UAR, for example, issues a tender for its annual requirements for cotton insecticides, and the Iranian Government for chemical fertilizers.

In the nationalized economy of the UAR, all sales are to or through the government. Goods may be imported only by 11 state trading companies; such government entities as the Suez Canal Authority, and the Egyptian General Petroleum Corporation; Government ministries; or local factories, most of which are Government owned.

Government list available

A list of the names and addresses of Government trading companies in the UAR is contained in the Department of Commerce publication, *Selling in the UAR*, OBR 63-160, for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402, or from any Commerce Field Office, at 15 cents.

The Government trading companies in the UAR, which were formerly private import houses, are each assigned specified products for importation. Individual products may be assigned to one or more companies and it is estimated that the trading companies handle between 40 and 50% of all imports. Other government organizations and factories, although allowed to import directly, may import their requirements through one or more of the trading companies operating in the country.

Representation on a commission basis is prohibited in the UAR. The Government-owned trading companies, however, may act as agents for foreign manufacturers on a fixed fee basis. Foreign firms selling successfully in the UAR often combine this type of representation with

frequent visits of their regional representatives to Cairo.

Purchases are made on open tender, limited tender, or by direct negotiation, depending on the buying organization and the products involved. The Suez Canal Authority, for instance, sends tenders to a limited number of possible suppliers, while the trading companies usually buy through direct negotiations.

Big role in Iraq

State-owned trading companies have been established in Iraq to import certain products for general consumption. In addition, Government agencies and ministries also import directly and some, such as the Administration for Distribution of Oil Products and the Gas Distribution Administration import for resale as well.

The state-owned General Automobile Company monopolizes the import of motor vehicles for the private sector and also imports for most Government agencies. In the year ended July 14, 1966, this company did over $22 million worth of business. The African-Iraqi Trading Company, another state-owned concern, imports most of the country's tire needs and also competes with the private sector in the import of appliances, radios, TV sets, paints and other items. Import allocations are given to both companies on an annual basis.

Imports of pharmaceuticals are carried out by the Government's General Establishment for Drugs. In the spring of 1966, new Scientific Centers were set up by Iraqi pharmacists to represent foreign suppliers in product promotion.

Sugar, tea and jute imports are a monopoly of the Government Purchasing Board. In addition to chemicals, additives and lubricants, Ministry of Oil agencies issue tenders for vehicles, gasoline pumps and many other products. Chemical fertilizers, insecticides, pesticides and sprayers are imported by the state-owned Agricultural Chemicals and Machinery Company and the state-owned Iraq Stores (Orosdi-Back) imports a large variety of products.

Situation changing

In Syria, the State Import-Export Company (SIMEX) conducts about 50% of the country's foreign trade. Under a recent decree, Foreign Trade Foundations are to be established to assume the functions, assets and liabilities of SIMEX. The Ministry of Economy is expected to assign the responsibility for importing and exporting individual products to one of the Foundations.

Under the new system, which does not yet appear to be in operation, imports of essential products, including traditional U.S. exports of farm machinery, pharmaceuticals and tires, will undoubtedly continue to remain the responsibility of the Government.

Turkey booklet

An estimated 65% of all Turkish imports are purchased by state-controlled enterprises and Government agencies and departments. State-controlled enterprises are engaged in a number of industries including petroleum, mining, cement, chemicals, leather goods, forestry, farm equipment and iron and steel. Government agencies such as the Highway and Railroad Departments also are important buyers. Government office supplies and vehicles are purchased by the State Supply Office.

It is not necessary for a manufacturer to register with the Turkish Government procurement sections. However, a U.S. firm which wants to sell its products to Turkish Government or quasi-Government organizations can voluntarily provide the Government organization with information on its products. It is common practice in Turkey for buyers to require performance bonds by manufacturers and exporters bidding on contracts.

Important Government procurement offices are listed in the Commerce Department publication, *Selling in Turkey*, OBR 64-97, also for sale by the Superintendent of Documents.

Consolidated in Iran

The Iranian Government operates a number of manufacturing and processing plants in the food, textile, chemical, and mining industries. Although the overall administration of these factories has been consolidated in one concern, the Iran Factories Company, purchasing is done by the separate establishments.

The Foreign Transactions Company, under the Ministry of Economy, purchases requirements of Government agencies and ministries. In a recent decree, an Orders Council was established which now must approve all Government orders from abroad. Agencies which purchase substantial requirements from abroad include the Iranian State Railways (railway equipment), the Tobacco Monopoly (cigarette paper), the Irrigation Bongah of the Ministry of Water and Power (irrigation pumps), and the Chemical Bongah of the Ministry of Agriculture (chemical fertilizers).

Purchasing by Government agencies is done either through closed or open tenders, except for small requirements which are bought by direct negotiations. Local agents of foreign manufacturers should be registered with appropriate Government agencies to qualify to receive and bid on tenders. Names and addresses of the principal Government purchasing organizations are given in the Commerce Department publication *Selling in Iran*, OBR 64-86.

Local agents

Generally firms selling to Kuwait and Saudi Arabia must do so through a Saudi or Kuwaiti national. This applies to private as well as Government purchases. In both countries Government ministries or agencies are responsible for the planning and issuance of tenders for development projects. In Kuwait, firms bidding on Government engineering contracts should submit bids directly to the agency concerned. In most other instances in both countries, bids should be submitted through local agents.

Lebanese Government purchases are generally confined to the day-to-day needs of the Government and to public works projects such as hospital, school, highway, airport, and housing construction. Foreign firms which are not represented locally either by agents or branch offices cannot participate in tenders.

Procurement of goods and services by the Government is generally by open tender, but limited tenders and direct negotiations are also used. Further information on Lebanese Government procurement, including a list of principal purchasing agencies, is contained in the publication, *Selling in Lebanon*, OBR 66-39.

Direct negotiations

The Israeli Government purchases through private importers or buys directly from foreign manufacturers. Open tenders generally are not issued except by municipal governments. Direct Government purchases in the United States usually are made by the Israeli Government Supply Mission, 850 Third Avenue, New York, N.Y.

Lebanese drop steel duties

Recent amendments to the Lebanese tariff have exempted imports of rye and cold rolled strips of iron or steel, of a width of 75 to 130 millimeters inclusive, from the payment of customs duty. The previous rate for both items was 8% ad valorem.

Go Near East, young man

Face-to-face salesmanship is needed to keep pace with competitors on substantial orders

By JOE LILL
Near East-South Asia Division, BIC

Personal investigation and face-to-face salesmanship is still the tried and true method of market promotion in the Near East. Some sales are made to the area by firms that have never sent a man there; but when substantial business is involved, exploratory and perhaps follow-up visits by Americans are necessary to enable them to keep pace with their aggressive European and Japanese competitors.

What should the businessman expect from his first visit to the area? A fascinating experience, for sure. Also, a rewarding trip for his firm if careful advance preparations are made after consultation with the nearest Department of Commerce Field Office.

A common error of first-time travelers to the area is to plan a tight itinerary that does not allow enough time for adequate exploration of the market in each country, and for unforeseen delays. A day or two more at each stop could make the difference between selection of a poor agent and a good one, missing or making appointments with key officials, and a superficial or penetrating assessment of market possibilities.

Making appointments can be time-consuming since phone service is often exasperatingly poor and phone books inadequate. It is sometimes difficult to obtain space on air flights from one country to another due to the limited number of airlines permitted to carry passengers. Accomplishing one's business will normally require more time than at home. Generally the pace is more leisurely and the Near East businessman does not feel the same pressure to conclude a business deal on the spot.

They know Americans

The American sensitive to the customs and attitudes of others does not require a long list of do's and don't's to prepare for a trip to the Near East. He will find that people there are used to Westerners and familiar, to a degree at least, with Western ways. He will be surprised at the number of men he encounters who are graduates of American universities.

There is one "do," however, that is highly recommended. The traveler should make his first stop in the principal cities of each country at the office of the U.S. Commercial Officer (those in capital cities are called Commercial Attaches). The Commercial Officer can brief him on the economic and political situation and show him the latest U.S. Embassy economic and commercial report on the country; tell him about upcoming projects that could provide trade opportunities; and inform him of any new or amended laws or regulations affecting the sale of his products.

The officer can let him review and purchase Trade Lists and suggest the best business prospects; let him peruse World Trade Directory Reports on individual firms; and provide names of businessmen and officials he should contact. Also, the officer can brief him on customary export financing terms and banking institutions. In short, the visiting businessman will find the commercial officers and their staffs eager and frequently able to assist in making his stay in the country productive.

See the right man

Since Near East governments are the largest customers for many products—sometimes the only buyers—it is important for the traveler to identify and visit the official who makes the procurement decisions. Here, the advice of the Commercial Officer can save the visitor from wasted time and false starts.

The decision maker may be a procurement officer, chief engineer, director general of a government department or independent agency, the manager of a state-owned factory or trading company —or a committee. The Commercial Officer will often be able to introduce the businessman to appropriate officials, either by telephone or in person. In other instances, it may be useful for a local business contact to arrange the visit and perhaps go along on the call. However, some agencies either prohibit or discourage the use of local agents and it is well to be guided by the advice of the Commercial Officer.

The caller at a business firm or government office will usually be offered a choice of Turkish coffee, a small glass of sweet hot tea or lemon drink, or a cold soft drink, which politeness requires him to accept. He may find it awkward to discuss business in the presence of other visitors. Although this is still customary in many offices, the American should not be surprised to find the Near East businessman or official who will see him privately.

Speak distinctly

Knowledge of English is widespread in Near East commercial and government quarters. If the boss does not speak it he will have a clerk who can, but the visitor should take pains to speak slowly and clearly to insure that he is understood. Americans abroad sometimes think their hearers understand more English than they do. Interpreters are often hesitant to ask for clarification and will simply omit from the translation what they do not understand.

The Near East businessman likes the straightforward approach of the average American. It does not take long for the two to relax from the more formal atmosphere of the first meeting and they often end up doing business on a first name basis.

Price will be a major subject of discussion with the Near East businessman and official, but if the product is interesting the lowest price is not always the deciding factor. There is enormous respect in the Near East for American quality. Also, the U.S. representative

Commerce Field Offices help business travelers

U.S. businessmen preparing to visit the Near East are urged to consult with the nearest Department of Commerce Field Office for background information.

Also, the Field Office will arrange to forward a copy of the visitor's itinerary to the appropriate U.S. Embassies and Consulates with a request for assistance to the traveler. Such assistance will be forthcoming whether or not the foreign service post has received prior notice of the visit, but alerting the commercial officer to what the traveler wishes to accomplish can be a timesaver.

may find that his price is not as far out of line as he had first thought. In any case, personal interviews with buyers and agents might be the only sure way to assess the prospects for competition in an area where trade journals and competent market surveyors are rare.

Credit practices vary

There will be insistence at times on better terms than letter of credit. Generalizations on this subject had best not be made. One must consider the credit usages in the particular country, its foreign exchange position and the creditworthiness of the customer. Even within the same country official agencies can have varying payment regulations from which departure is difficult or impossible. Discussion of credit practices with the Commercial Officer may save the visitor from later misunderstandings and mistakes.

The tastes of Near East customers must also be considered, as well as varying technical standards and specifications. Soviet willingness to make adaptations in its Moskvich car that were desired by one Near East customer gave it better entree into the market. Voltage adaptations by U.S. refrigerator producers made happier customers in the area, and British attention to Near East tastes in woolens is continuing to pay dividends.

The complaint most heard in the area is that U.S. firms are too big and too busy at home to worry about the Near East market. The criticism does not apply to many American exporters, but the indifference of many many others to this $6 billion market is real enough.

Grammar doesn't count

Correspondence from Near East businessmen will be written in English but not necessarily drafted by the proprietor, who may speak little English and write none. Rather, the author might be an assistant or even a part-time clerk who studied English in grammar school. Whether the letter is in good or fractured English does not matter so much, since either type can come from reliable business firms—or the reverse. If the content indicates some business sense, it may be from a firm well worth visiting.

What tips can one give to the traveler? A little advance reading in a recent encyclopedia on the countries to be visited would add to his appreciation of the rich variety of sights and impressions the area offers. With all respect for Kipling, it is truly an area when East meets West and each culture is changing in the process.

It is not unusual for the visitor to be invited to lunch or dinner at a restaurant, club or home. It is pleasant to sit in a cool garden with a gracious host over drinks munching pistachio nuts and later to partake from a table laden with tasty oriental dishes. Ladies may or may not be present, depending on the custom of the house.

It is not customary to ask a Near Easterner about the health of his wife. One just asks about "the family" even if there are no children. In some Near East countries, women are engaged in many professional and business activities although there are still many homes everywhere in the area where women remain in the background when Western visitors are present.

Don't lose the weekend

Weekends can pose a problem for busy travelers. They come on Thursday afternoon and Friday in the Arab countries except Lebanon where most offices are closed on Saturday afternoon and Sunday. In Israel the Sabbath is strictly observed by business and government offices. In most places the visitor can find diversion and instruction in taxi trips to archeological or recreational areas outside the city. Or he may be invited to visit a country place set in the midst of orange and date groves. Discretion should be exercised in photography, and local advice secured. As a general rule, one should not take pictures of women.

As elsewhere in the world, taxi drivers can be unconscionable about fares. One should establish the price of the trip with the driver before starting out. If the price seems high a bit of haggling might bring it down, and the threat to hail another taxi can do wonders. The bargaining will be good practice for subsequent visits to the native bazaars.

Even if one's business affairs do not bring him to the bazaars, he should not neglect to visit them. There, in the noisy copper market, the silver and goldsmith shops, the rooms of the Persian rug dealers and the aromatic alleys of the spice markets he will find the "local color" of the fabled Near East.

PERSONAL CONTACT is desirable throughout the world, but almost essential in the Near East. This representative of a U.S. drug firm is making his presentation at U.S. exhibit in recent Damascus fair.

Foreign import and exchange control regulations differ from country to country

Potential U.S. exporter should study these expanding markets, become familiar with their trade controls, tariff systems

By GEORGE S. AYRES

Near East-South Asia Division, BIC

Near East imports, exclusive of military goods and substantial purchases of engineering and other services, were estimated at more than $6 billion in 1965, of which the United States supplied slightly more than 20%.

In view of the vast Near East oil revenues, estimated at about $2.5 billion in 1965 and continuing to rise, the large sums allocated by most Governments in the area for development projects, and the substantial needs for food and essential consumer goods, U.S. firms should thoroughly investigate these important and expanding markets.

U.S. businessmen contemplating selling in the Near East markets also need to familiarize themselves with the pertinent import and exchange control regulations, which vary from country to country. These regulations, including the tariff systems of the various countries, are summarized below.

Further details on trade controls, documentation, and labeling and marking requirements for shipment to these countries are contained in the Commerce Department's Overseas Business Reports entitled *Foreign Trade Regulations*. Separate reports are available for Cyprus, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Saudi Arabia, Syria, Turkey, and the United Arab Republic at 15 cents a copy. They may be ordered from any Department of Commerce Field Offices or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

ADEN—Most imports from the United States are covered by an open general license. Certain goods require special import licenses; these are usually valid for six months each, but normally can be extended.

The granting of an import license enables the importer to buy the necessary foreign exchange.

All imports are free of duty except for alcoholic beverages, tobacco and tobacco manufactures, qat and petroleum products.

ABU DHABI—Neither import licenses nor exchange permits are required, except for alcoholic beverages, importation of which requires a license.

Foreign exchange is freely available and there are no restrictions on the manner of payment for imported goods.

A uniform rate of 2% ad valorem is levied on all imports.

BAHRAIN—Neither import licenses nor exchange permits are required, with the exception of alcoholic beverages which require an import license from the customs authorities.

Foreign exchange for imports is freely available and there are no restrictions on the manner of payment for imported goods.

Import duties range from 5 to 10% ad valorem on all items except alcoholic beverages, which are dutiable at 35%.

CYPRUS—Most goods may be imported freely under an open general license. However, individual import licenses are required for some 52 items (certain agricultural and textile products, a few metals, and most non electrical machinery). Payments for all authorized imports may be made freely.

Most agricultural machinery, fertilizers, cereals, and petroleum products and ores are exempt from duty. Import duties on other goods range from 4 to 70% ad valorem, with most essential items dutiable at 20% or less.

DUBAI—Neither import licenses nor exchange permits are required, except for alcoholic beverages which require import licenses from the customs authorities.

Foreign exchange for imports is freely available; there are no restrictions on the manner of payment.

A uniform rate of 4.625% ad valorem is levied on all imports brought in by surface transportation. Goods imported by air are assessed at a rate of only 2%.

IRAN—Although import licenses are not required, imports are restricted to holders of a "Trade Card" issued by the Tehran Chamber of Commerce. Some commodities, however, including medicines, pesticides, tobacco, explosives and firearms, require prior Government approval, and importation of many commodities is entirely prohibited. All imports require a placement fee of 1.5% with the Central Bank; this deposit is not refundable until the goods have cleared customs.

All but essential imports must be financed through letters of credit approved by the Central Bank. Approval is contingent upon importers placing advance deposits of 15, 40, or 100%, graduated on the basis of essentiality of the shipment.

Import duties range from 5 to 100% ad valorem. Lowest rates are levied on certain types of capital machinery, and drugs and medicines. Items exempt from duty includes cereals, flour, fish, milk products, fertilizers and aircraft.

IRAQ—Imports of jute, sugar, tea, motor vehicles, and pharmaceuticals are a Government monopoly. Certain other commodities including tires and tubes, household appliances and canned foodstuffs may be imported by Government agencies or state trading companies as well as by private importers. All other commodities except those on the prohibited list of locally produced items may be imported by registered private importers or by contractors who have entered into contracts with the Iraq Government.

All allocation of foreign exchange for import payments is automatic with procurement of a valid import license. All authorized foreign exchange transactions must be effected through nationalized commercial banks.

ISRAEL—More than one-half of Israel's import items may be brought in without a license. Most other goods require an individual license. The issuance of the license entitles the importer to obtain the necessary foreign exchange to pay for the goods.

Import duty rates range from 5 to 150% ad valorem. Lowest rates apply to milk foods, pharmaceuticals, iron and steel mill products, and certain raw materials. Items exempt from duty include cereals, flour, ores, most chemicals, fertilizers, aircraft, and some industrial machinery.

JORDAN—All imports except those originating in Arab countries with which Jordan has concluded agreements require a valid

Near East traders alerted on boycott report need

A reminder that U.S. exporters to the Near East may be required to file a report under a provision of the "anti-boycott" amendment to the Export Control Act is published in the U.S. Government Actions section of this issue. It is reported that more than 6,000 such reports have been made since the requirement became effective in October, 1965. Almost all were related to requests made by Arab states concerning commercial relationships with Israel.

import license issued by the Ministry of Economy. An import license ordinarily is valid for 6 months, but this period may be extended for goods which require a longer delivery period. Imports of a number of items presently are banned to protect local industries.

Exchange permits for transfer of funds for import payments are issued automatically by the Controller of Currency, once a valid import license has been granted. The exchange is valid for six months but may be extended for an additional six months. Payment may be made either against documents or against letters of credit.

Import duty rates range from 1 to 103% ad valorem. The majority of duties, however, are relatively low. A number of items such as foods, minerals, chemicals, fertilizers, and industrial and agricultural machines are assessed duty rates of 14% or less. Items exempt from duty include cereals, flour, aircraft, ships, and certain types of industrial machinery.

KUWAIT—Licenses are required for all imported goods other than foodstuffs; however, wheat and flour may be imported only by the Kuwait Flour Mill Company. Licenses are restricted to Kuwaiti nationals and Kuwaiti corporate entities with at least 51% Kuwaiti ownership. Import licenses are issued by the Ministry of Commerce and are normally valid for one year.

Imports from any source may be paid for with exchange acquired in the free market.

All imports are subject to a uniform rate of 4% ad valorem except alcoholic beverages and bottled gas, which are dutiable at 100%.

LEBANON—With the exception of certain articles, import licenses are not required. Prohibited items usually include some agricultural commodities as well as goods of a type locally produced.

There are no exchange controls. All foreign exchange must be acquired on the free market.

Import duty rates range from 1 to 50% ad valorem. Lowest rates apply to dairy products, cereals, petroleum, minerals, some chemicals, plastic raw materials, metals, tools and machinery. Items exempt from duty include pharmaceuticals, certain chemicals, books and agricultural machinery.

MUSCAT and OMAN—Neither import licenses nor exchange permits are required. Foreign exchange is freely available and there are no restrictions on the manner of payment for imports.

Import duties range from 5 to 25% ad valorem except for alcoholic beverages which are dutiable at 75%.

QATAR—Neither import licenses nor exchange permits are required, except for alcoholic beverages, which require import licenses.

Foreign exchange is freely available. There are no restrictions on the manner of payment for imports.

A uniform rate of 2.5% ad valorem is levied on all imported goods with the exception of cigars, cigarettes, and tobacco (10%), phonographs and records (15%), and alcoholic beverages (50%).

SAUDI ARABIA—Neither import licenses nor exchange permits are required except for the prior licensing of hunting arms. Imports of military equipment and explosives, fireworks, motion pictures, and films and phonographs (except when used for educational purposes) are prohibited. In addition, certain items considered contrary to the Islamic religion or culture are prohibited.

Foreign exchange is freely available. There are no restrictions on the manner of payment for imports.

Most imported goods are dutiable at from 10 to 20% ad valorem but a number of items such as foodstuffs, pharmaceuticals, and agricultural and industrial machinery are exempt from duty.

SYRIAN ARAB REPUBLIC—Import licenses and exchange permits are required for most commercial imports. A number of imports are prohibited or restricted. Additionally, some 54 commodities including tires, tubes, tractors, motor vehicles, tobacco and pharmaceuticals are reserved to the State Import and Export Company (SIMEX).

Private sector import licenses for most commodities are contingent upon prepayment of advanced deposits of 15, 40 or 70%, graduated on the basis of essentiality. Licenses are valid for six months and under certain conditions may be extended for an additional three months. Foreign exchange may be withheld or allocated on the basis of essentiality, as Syria's foreign exchange position requires.

Import duties range from 1 to 100% ad valorem. A substantial number of essential items including chemicals, pharmaceuticals, paper and paperboard, iron and steel mill products, industrial and electrical machinery and tractors, are assessed at 15% or less.

TURKEY—All imports, except travelers' personal effects, require import licenses which are issued to commercial importers, industrialists importing for their own use, and government agencies and departments.

Importers' certificates, issued by the Chamber of Commerce or Chamber of Industry, are required by all importers with the exception of industrialists, exporters, mine operators and tourist establishments importing for their exclusive use, such certificates specify the types of commodities the holder is entitled to import.

Imports of goods on the Free List (no quotas) require a cash guarantee deposit of from 50 to 70% of the amount of foreign exchange applied for, depending upon the priority of the item to be imported. Imports on the Quota List require advance deposits of 30% by importers and 10% by industrialists.

Import duties range from 5 to 150% ad valorem, and 200% for cigarettes and other manufactured tobacco. Duties of from 5 to 15% are assessed on cereals except rice, most raw materials, and certain types of industrial machinery.

UNITED ARAB REPUBLIC (EGYPT)—Import licenses, issued by the Import Control Office of the Ministry of Economy, are required for all imports except those not involving the transfer of foreign exchange such as gifts, baggage, and samples. If such excepted items are valued at E£100 ($230) or more, a license is required. However, all importing is limited to Government ministries, certain public organizations and companies attached thereto, and eleven Government-controlled import companies.

About one-half of all tariff items, mostly nonessential or luxury items, or goods of a type produced in the UAR usually are prohibited. However, importation of such items may occasionally be approved if a determination has been made that they are required for urgent economic or development purposes.

Other items subject to additional strict control are arms, ammunition, explosives, narcotics, and live plants. Importation of pharmaceuticals is subject to special regulations, including registration of the product with the Egyptian General Organization for Pharmaceuticals, Chemicals and Medical Appliances.

Authorization to import, issued by the competent ministry, suffices as authorization for the bank handling the transaction to draw the necessary exchange from the Central Bank. Banking in the UAR has been nationalized and specific banks have been designated to effect import payments for each of the economic sectors.

Import duties range from 1 to 250% ad valorem except for alcoholic beverages which are dutiable at 400%. Most rates are low; duties of from 2 to 20% are assessed on essential industrial machinery, most chemicals, and iron and steel products.

YEMEN—Neither import licenses nor exchange permits are required.

Foreign exchange is freely available. There are no restrictions on the manner of payment for imports.

Import duties of 10 to 12½% ad valorem are assessed on essential commodities and 20% on nonessential.

TOBACCO IMPORTS NEED GOVERNMENT APPROVAL IN IRAN, where duty rates range from 5 to 100% for various products. The woman above works in a Tehran cigarette factory.

Current development programs offer opportunities for U.S. consulting engineer services

Special regulations governing activities of consultants differ by country; preparation of specifications, tender documents can lead to sales of materials and equipment

By K. L. KOLLAR
Water Industries & Engineering Services Division, BDSA

Attractive opportunities exist for U.S. consulting engineers in the Near East.

Hundreds of millions of dollars will be spent on planned development programs in the next several years. Preparation of specifications and tender documents is often done by consulting engineers under contracts which subsequently lead to sales of materials and equipment.

Many Near Eastern countries, including Iran, Iraq, Israel, Kuwait, Lebanon, Saudi Arabia, Turkey, and the United Arab Republic, present opportunities for U.S. engineering services in the course of the economic development of these countries. All have special regulations governing activities of foreign engineering consultants.

Iran: All engineers are required to obtain a Ministry of Labor work permit. These permits are issued by Iranian diplomatic or consular agencies. A license is not required, although the Iranian High Education Council must certify that the prospective engineer's qualifications are sufficient to allow him to practice his profession in Iran.

A consulting engineering firm is required to be represented locally, although not necessarily by a citizen of the country. After certification, the representative must obtain power of attorney from the firm which must be submitted with the firm's charter to the General Registration Office of the Ministry of Justice. No local participation in contracts is required. There are no restrictions against consortium-type bids. Contracts may be negotiated, although they are usually awarded on a closed bid basis. Many Iranian Government agencies employ foreign consulting engineers.

Iraq: Engineers are required to obtain a license from the Engineers Association in Baghdad to practice in Iraq. Applications are accepted only from engineers holding degrees from recognized engineering colleges. Non-Iraqi engineers are required to obtain a work permit from the Directorate General of Labor. American engineers have in the past experienced no difficulty in obtaining the necessary licenses or permits.

There is no requirement for local representation, and there is no regulation regarding the extent of local participation in contracts. However, certain Iraqi Government agencies require that Iraqis be employed for purposes of training where this is feasible. Contracts with consulting engineers are usually negotiated. There are no laws or regulations governing repatriation of dollars or export of the dollar equivalent of dinars earned in Iraq, but provision for this is usually made in contracts with engineers or engineering firms.

Israel: Foreign engineers desiring to work in Israel are not required to have a license, but must be recognized by the Government Council for Engineers and Architects. Graduates of recognized institutions and members of recognized foreign professional groups are eligible for acceptance.

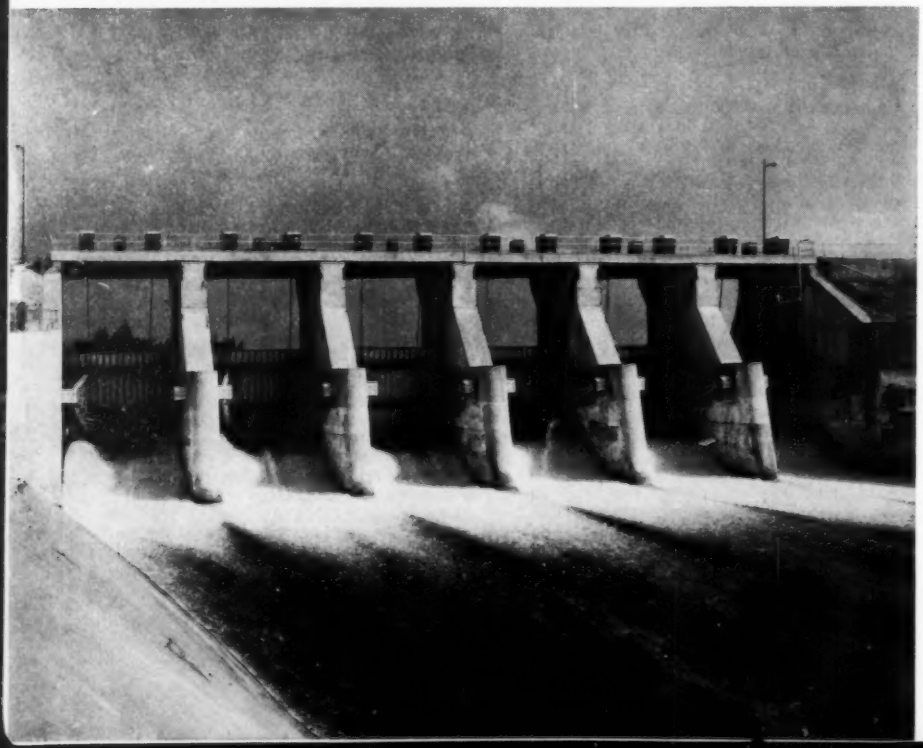
Registration of firms or individuals is required. Registration is accomplished by furnishing the Registrar of Business Names and the Israeli Ministry of Justice with a statement of the business name, general nature and place of business, nationality, and residence. There is no requirement for local representative or local participation.

Contracts are generally negotiated, but are sometimes let on a bid basis.

Lebanon: Engineers are required to have a license issued by the Ministry of Public Works. An engineering diploma based on a four-year course in a recognized university is a prerequisite for such license. Qualifying foreign engineers must obtain a work permit from the Ministry of Social Affairs, a residence permit from the Public Security Bureau, and a license from the Ministry of Public Works. They must then register with the Association of Engineers and Architects. Registration fees for foreigners are fixed at L£ 2,500 (about $833).

Engineers must have a local represent-

HUNDREDS OF MILLIONS OF DOLLARS have been allocated to Near East development projects, and U.S. consulting engineers are in excellent position to supply know-how. Below, Turkey's new Seyhan Dam.



United States is biggest supplier of Near East market [1]

(In millions of dollars)

Near East country	Total imports	Chief suppliers: U.S.	U.S. share	U.K.	West Germany	Japan	Italy	France	USSR
United Arab Republic [2]	953.2	284.1	29.8%	64.8	108.1	18.5	46.8	17.9	73.8
Iran [3]	878.0	156.2	17.8	115.8	182.3	72.2	41.8	42.0	16.7
Israel	835.4	212.2	25.4	164.2	74.9	18.2	32.0	35.4	.4
Turkey	571.3	160.4	28.1	55.3	83.9	9.4	36.8	21.3	16.5
Iraq	450.6	53.1	11.8	49.1	42.8	25.6	14.8	n.a. [5]	33.0
Lebanon [2]	407.4	53.4	13.1	86.3	30.2	8.0	25.9	30.4	4.1
Kuwait	377.2	77.1	20.4	60.0	33.7	35.8	20.0	9.4	5.8
Saudi Arabia [4]	376.1	74.9	19.9	32.7	22.6	27.7	21.7	12.4	.2
Aden Federation	301.2	5.4	1.8	33.3	8.9	33.7	7.0	2.4	2.3
Syria	212.6	14.5	6.8	18.1	24.5	9.8	12.0	13.3	6.7
Jordan	156.8	23.5	15.0	18.5	14.2	7.1	6.3	5.0	3.1
Cyprus	143.9	4.6	3.2	48.2	11.0	4.5	14.1	8.7	4.3
Bahrain [2]	78.3	11.3	14.5	19.2	3.0	7.6	2.4	1.0	.2
Dubai [2]	42.6	2.8	6.6	7.6	1.8	6.0	.9	.2	.2
Total	5,784.6	1,133.5	——	773.1	641.9	284.1	282.5	199.4	167.3
Percent of Near East market	100.0	19.6	——	13.4	11.1	4.9	4.9	3.5	2.9

[1] Imports for 1965 except as noted.
[2] Imports for 1964.
[3] Imports for fiscal year ended March 20, 1966.
[4] Imports for fiscal year ended May 1965.
[5] Not available.
Source: Foreign trade statistics of listed countries.

ative if they plan to practice in the country on a continuing basis. The local representative may be either American or Lebanese. If American, he may manage the firm, but must comply with the above requirements if he desires to practice engineering. Otherwise, qualified Lebanese engineers should be employed. There are no formal regulations for consulting engineering firms other than complying with corporate laws, and no requirement for local participation.

Although price bidding was formerly the general practice, it is now being replaced by negotiation preceded by prequalification, based on fees defined by the Government or the private contractor.

Kuwait: An acceptable engineering degree, plus a minimum of three years of practical or field experience are prerequisite to obtaining a license to practice in Kuwait. A license is not required of engineers employed directly as staff members by the Government of Kuwait or for particular official projects. Their academic credentials and professional background determine their qualification for such jobs. Consultants are not eligible for employment by the Government if they are directly or indirectly connected with manufacturers, material suppliers, contractors, commercial institutions, agents, sponsors, or correspondents.

A foreign consulting engineer or firm wishing to bid on a Government tender must submit his bid through Kuwaiti partners who have been properly listed with the Registry of Commerce, and with the Kuwait Chamber of Commerce. The Kuwaiti partner must be a citizen of Kuwait or a Saudi Arabian citizen with long residence in Kuwait, and 51% Kuwaiti participation is required.

It is not the practice to request consortium-type bids. Contracts may be negotiated or concluded on the basis of price bidding, which is more common.

Saudi Arabia: Foreign engineers are not required to have a license, but must register and obtain a residence permit from the Ministry of Interior. It is not required that a foreign consulting engineer have a local representative, but it would be desirable. However, a foreign engineering firm locating in the country and registering as a business would require a Saudi partner, whose share should be 51% of the capital, although this regulation may be waived.

All firms would be subject to the labor code which requires 75% Saudi participation, and 45% share in the total wages. Normally, however, firms are brought in for a single job, and the labor code would then apply only to local residents which the firm employed. To be favorably considered, contracts should provide for training programs and maximum use of Saudi labor.

Turkey: Registration with the appropriate professional Chamber is required of all engineers and architects, but only citizens can be permanent members.

Foreign engineers cannot practice in Turkey as free-lance engineers, but they can be employed or awarded contracts in Turkey, subject to certain regulations. There are no specific requirements for hiring of local employees. The nature of the project, availability of local manpower, and foreign exchange situation all are taken into consideration in determining the extent of local participation.

Contracts are ordinarily bid, but negotiated bidding may be employed in some government or private projects.

United Arab Republic: A license is not required of a foreign engineer, but he must obtain a residence visa and a work permit. If an engineering firm works through a local representative, the representative must be Egyptian and be registered with the Ministry of Economy.

A company must be at least 25% government-owned to be eligible for registration with the Ministry of Economy. The number of foreign nationals employed in a company must not exceed 15% of the total number employed, and the total amount of salaries paid to foreigners cannot be more than 25% of the total salaries paid. Contracts are usually open to public tender, but are sometimes negotiated. Consortium-type bids are frequently accepted.

Region's manufacturing growth creates openings for shipment of whole plants by U.S. suppliers

Americans urged to end reluctance to furnish technical help; market's potential justifies extra effort by U.S. exporters

By EDWARD T. BARRETT II
General Industrial Equipment & Components Division, BDSA

The Near Eastern businessman is changing from his traditional role as a trader to that of a manufacturer. This shift is opening new and important opportunities for U.S. exporters who are prepared to ship complete plants for light manufacturing, and are ready to provide technical assistance to the buyer.

American machinery suppliers have had to provide only limited technical assistance when selling domestically or in the developed countries. In order to participate in the emerging Near East markets, however, U.S. suppliers will have to match the services now provided by their European, Japanese, and Russian competitors.

This will require adjustments, but the potential market makes the additional effort worthwhile.

Oil, tourism, improved agriculture, and assistance from the developed nations are raising the incomes and living standards of the Near Easterner. Large sums of money are being spent to strengthen the basic economic facilities in each of the countries. Roads, railroads, dams, power plants, and telephones and other communications media will accelerate the demand for both consumer goods and industrial products to service these modern economies.

In the past, imports have provided almost all of the area's finished goods. Now, in an effort to conserve foreign exchange and develop a measure of self-sufficiency, there is an urgent need to develop manufacturing skills and to set up small and medium-sized light manufacturing plants to produce goods locally.

The need for assistance in setting up these plants does not mean that full turnkey operations are required. The turnkey job, common to engineer-constructors in this country, generally is undertaken only for large processing plants where large sums of money and complex designs are involved.

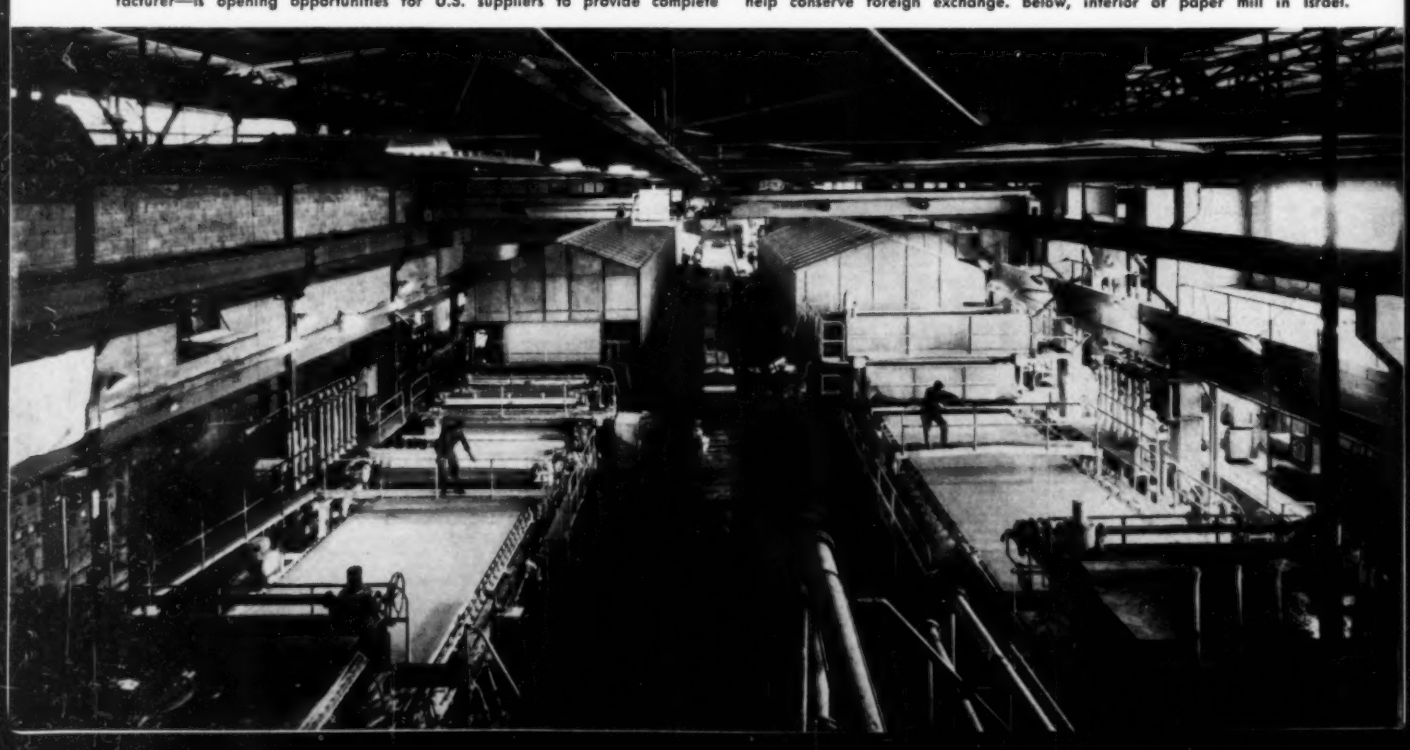
What is required in the Near East is a machinery supplier who is ready to advise the buyer on how to efficiently position his equipment for proper manufacturing flow, and to suggest needed additional equipment, for materials handling, packaging, maintenance, and other operations. The buyer also will want to know what raw materials he should purchase and what semi-finished components he can use. In most cases he will want to start small, with allowance for expansion as needed, and this will require additional planning on the part of the supplier. Key employees, or the buyer himself will need training in order to operate the new equipment. In some cases, training in the United States prior to delivery will be required, and then for a time after start up of the plant.

Of standard design

There is seldom need for civil engineering or construction of buildings because this work usually can be handled locally. The required machinery and equipment will normally be of standard design, with some changes occasionally required to meet local needs.

These changes for local conditions, such as adjustments to power requirements and climatic extremes, should not

THE NEAR EASTERNER'S CHANGING ROLE—from that of trader to manufacturer—is opening opportunities for U.S. suppliers to provide complete plants, equipment, technical assistance for industry. Locally-made goods will help conserve foreign exchange. Below, interior of paper mill in Israel.



pose major problems. Local differences can be learned quickly by experience or through the use of local agents, who can be most helpful in supplying details.

The need for technical assistance of the type described has been demonstrated time and again through business opportunities reported from the area.

There have been requests for complete bakeries, for example, from Lebanon, Jordan, Saudi Arabia, and Iraq. Bread remains an important part of the meal in the Near East, but the old methods of making and distributing bread have been both wasteful and inefficient.

Increasing population and urbanization has created an urgent need for new methods of producing, packaging, and distributing baked goods. There is a market, and the need for modernization is obvious, but the businessman or government prepared to build modern bakeries needs assistance in getting them started.

Several other requests for complete plants from Iraq give evidence that the old methods are being replaced.

There have been requests for a plastic processing plant to make dinnerware, one for a plant to extract licorice syrup from root, another for processing and packing dates, one to make asphalt pipe, and one to process animal bones into fertilizer and glue. In each case, technical assistance was required by the purchaser.

There have been many similar requests from the Near East for complete plants, with technical assistance in setting them up. Too often U.S. firms have declined the opportunity to bid because of the assistance requirement.

Competitors are willing

Our competitors have been willing to meet these terms and have apparently done well because they continue to sell in the area. They are therefore helping to develop countries that are lucrative future markets and can expect to enjoy increased repeat business.

As manufacturing skills are developed on equipment purchased from a country, and the standards of that country are used, the tendency is to return to the original supplier when expanding production or starting new industries.

Several of our European competitors already have had years of experience in the Near East and are now capitalizing on this experience. Some European manufacturers have had resident representatives in the area for a number of years developing sales prospects and providing technical advice to customers in both private industry and the government. The potential is too great for U.S. manufacturers to let this market go by default.

COMPLETE PLANTS ARE WANTED in several Near East countries but many U.S. firms have failed to bid on such projects since they usually require technical aid in setting them up. Above, a Saudi gold mine.

Two major factors involved in providing the needed assistance are manpower and money. The cost of travel, engineering, training, and having a man at the site during installation and start-up must be borne by the buyer. The buyer should be willing to pay this cost because he recognizes it as the only way he can overcome his lack of manufacturing experience.

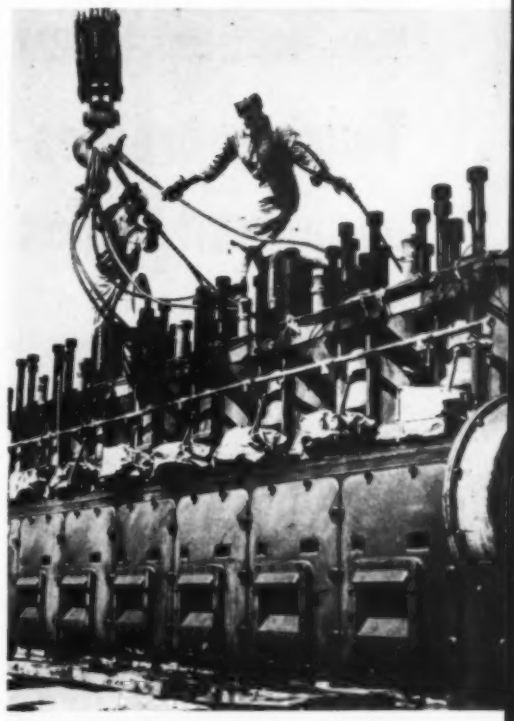
The Near Eastern buyer has high regard for U.S. manufacturing techniques and systems, as well as for machinery from this country, and realizes that he might have to pay more for them. The cost of the service should be part of the original negotiations and clearly stated in order to avoid complications at a later stage in the transaction.

The manpower problem can be more severe. Suppliers are reluctant to have key men involved for any lengthy period in completing an order which is not large in itself.

Suppliers will have to turn to outside sources for people to fill the manpower gap. If the situation warrants their use, consulting engineers could be utilized. If, however, they are considered too expensive for the size of the transaction, retired employees or other retirees with experience in the field might be used.

Their experience and availability might well provide an answer to the manpower problem which has caused many companies to decline the opportunity to bid, knowing that personnel will be needed in the field to complete a contract.

The trend toward manufacturing in the developing economies of the Near East provides growing business opportunities. If U.S. businessmen provide the needed assistance now, as the Near East develops, they will build a solid base on which future markets can grow.



DIESEL ENGINE-GENERATORS being installed by the Dammam Electric Supply Co. will help meet the demand of Saudi Arabia's industries for power.

VISITORS TO ANCIENT NEAR EAST CENTERS need rooms and services. This is Jidda, near Mecca.

NEAR EAST MARKETS TODAY

Tourism creates food service equipment, sales prospects

Many countries investing millions of dollars in resort complexes, which will need these and related items

By PHILIP J. SCHNEIDER
Consumer Durables Division, BDSA

Tourism in the Near East is creating a new market for U.S. producers of food service equipment. Long a center of interest to students of the Bible and the great ancient civilizations, the Near East has in recent years become a stopping place for round-the-world tourists of the jet age.

Most Near East countries are exploiting their historical assets and have set up government bureaus to attract visitors to their lands. These countries recognize the importance of tourism as an earner of foreign exchange and some of them have been successful in their promotional efforts. A prime example is Lebanon, which in a few short years has become known as the playground of the Near East. It has all the classic attractions for tourism, in addition to being a Biblical site, and has a climate ideal for the sportsman, including the swimmer and the skier.

U.S. producers of food service equipment are benefiting from the impact of the tourist explosion in the Near East. As reflected in the following preliminary estimates for 1966, total U.S. exports for selected food service equipment increased 37% over 1965 exports, to $402,000 from $295,000; commercial cooking and food warming equipment, including parts (electrical-nonelectric), also enjoyed sizable export sales gains in 1966 of 15%, to $283,000 from $247,000.

Assured demand

Continuing demand for U.S. food service equipment is assured as private capital and many of the Near East governments continue to invest millions of dollars in building complete resort complexes.

Israel recently was the host to a U.S. Trade Fair which featured U.S. food service equipment. Sales results were excellent. One of the U.S. exhibitors expects participation in the show to bring in annual sales in excess of several hundred thousand dollars.

There is a growing market for hotel and restaurant food service equipment in Israel due to the influx of tourists. The seaside attractions of Tel Aviv and points of interest in Jerusalem are drawing visitors in record numbers each year. In addition, the port city of Eilat, on the Gulf of Aqaba at the southern tip of the country, is also being developed as a resort with luxury accommodations and swimming facilities to cater to tourists.

To accommodate 700,000 visitors expected by 1970, Israel must provide an additional 6,000 hotel rooms, at an estimated cost of $66 million. Including restaurants and other tourist facilities, a total investment of nearly $100 million will go into these new tourist areas.

The sales outlook also appears favorable for institutional-type catering equipment because of new construction of hospitals, schools, kibbutzims (community settlements) and other institutional facilities.

Unlimited opportunities

Lebanon is the banking center of the Near East, and a transportation hub, with leading airlines and steamship companies calling there. Construction is booming as new apartments, office buildings, hotels and motels continue to be in great demand, with tourism the most promising area for U.S. food service equipment. Since Lebanon is at the crossroads of the Arab world, sales success there could spread to Syria, Iraq, Jordan, Saudi Arabia, Kuwait, and other Arab states.

Almost 700,000 tourists visited Lebanon in 1966, including 80,000 Americans. The National Council of Tourism, in association with the world's leading chain hotels, has plans for new facilities to accommodate mass low-priced tours from the United States and Europe. According to the Council, by 1980, four million tourists will visit Lebanon—more visitors than natives. Four areas—Sidon, Tyre, Tripoli, and Mount Hermon—have been selected for development. In view of these sales prospects, increased demand for commercial food service equipment should result in substantial sales gains for U.S. manufacturers.

Fastest growing

Tourism is Jordan's fastest growing industry because of its wealth of historical and religious sites and recreational areas. Most Holy Land sites, including the walled city of Jerusalem, lie on the

Jordanian side of the border. At some of them—Jericho, Bethlehem, Aqaba—visitors must rush through their tours because of an acute lack of adequate tourist facilities.

Of a total of 387,000 visitors to Jordan in 1964 and 501,000 in 1965, Americans comprised the largest foreign group, accounting for 39,000 and 44,000 respectively. According to official sources, accommodations and services for visitors require considerable expansion—more hotels, restaurants, and recreational facilities are needed.

Penetration by U.S. producers in this growing market for food service equipment appears promising because Jordanian importers reportedly are eager to establish connections with suppliers of U.S. equipment.

Facilities needed

The market in Turkey for U.S. food service equipment looms large. Tourism there is still in its infancy owing to a lack of adequate tourist facilities. This situation, however, is improving since the Government is encouraging investment in development of such facilities by foreign corporations. The Turkish Government, through its development program, hopes to make major tourist sites in several promising areas which are presently "off the beaten track." To illustrate the tourism potential for Turkey, two large cottage-type villages, when completed, will be leased to international travel clubs. In the Aegean and Mediterranean areas, hotels are completely booked even before the facilities are finished. U.S. suppliers, therefore, would be well advised to venture into this rapidly expanding market.

In addition to the standard hotel, restaurant, and institutional food service equipment, the sales outlook in the Near East for the following types of equipment also appears favorable:

Bakery equipment, bar accessories, barbecue machines, coffee machines, commercial dishwashers, conveyors, dish dollies, utility carts, dish racks, donut machines, electric hotplates, food defrosting equipment, food warmers, frying, broiling, and grilling appliances;

Heavy-duty waste disposals, hot and cold serving carts, ice making machines, meat cutters and grinders, mechanical can openers and knife sharpeners, multi-purpose mixers, mincers and sharpeners;

Pizza ovens, popcorn and potato chip machines, refrigeration equipment, rotisseries, shelving equipment, soda fountain and beer dispensing equipment, speed cookers (such as infra-red grills, electric ovens), toasters and waffle irons, vegetable peeling machines.

Commerce publications on Near East countries give economic and marketing information

Various publications presenting current economic and commercial information on the countries of the Near East have been published by the Department of Commerce. These publications may be purchased from any Commerce Field Office or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402.

In the Overseas Business Reports series, issued by country, the following titles are available at 15 cents each:

Aden:
Basic Data on the Economy, OBR 64-71.

Cyprus:
Foreign Trade Regulations, OBR 65-83; Basic Data on the Economy, OBR 63-16.

Iran:
Basic Data on the Economy, OBR 66-20; Foreign Trade Regulations, OBR 65-82; Selling in Iran, OBR 64-86; Market Factors, OBR 63-152.

Iraq:
Foreign Trade Regulations, OBR 64-131; Basic Data on the Economy, OBR 63-154.

Israel:
Basic Data on the Economy, OBR 66-79; Selling in Israel, OBR 65-1.

Jordan:
Basic Data on the Economy, OBR 64-106; Foreign Trade Regulations, OBR 64-115.

Kuwait:
Foreign Trade Regulations, OBR 66-13; Basic Data on the Economy, OBR 63-146.

Lebanon:
Selling in Lebanon, OBR 66-39; Basic Data on the Economy, OBR 65-79; Foreign Trade Regulations, OBR 65-13; Market Factors, OBR 64-32.

Near East:
Market Profiles, OBR 66-35.

Saudi Arabia:
Basic Data on the Economy, OBR 64-40; Foreign Trade Regulations, OBR 66-58.

South Arabia, Federation of:
Basic Data on the Economy, OBR 64-71.

Syria:
Basic Data on the Economy, OBR 63-165; Foreign Trade Regulations, OBR 65-52.

Turkey:
Basic Data on the Economy, OBR 66-91; Market Factors, OBR 65-63; Selling in Turkey, OBR 64-97; Foreign Trade Regulations, OBR 64-52; Investment Factors, OBR 63-137.

United Arab Republic:
Basic Data on the Economy, OBR 63-95; Market Factors, OBR 64-117; Selling in the U.A.R., OBR 63-160; Foreign Trade Regulations, OBR 66-59.

Other Commerce Department publications on the Near East, available from the same sources, include: Iran, A Market for U.S. Products, 1966, 50 pp., 50 cents, and Saudi Arabia, A Market for U.S. Products, 1962, 44 pp., 40 cents.

The following U.S. Trade Mission reports appeared in special issues of *International Commerce* and are for sale by the Superintendent of Documents, at 35 cents a copy: Iran and Afghanistan, issue of May 30, 1966; Iraq, Kuwait, and Lebanon, June 14, 1965; Saudi Arabia, April 11, 1966.

ELECTRIFICATION OF THE NEAR EAST'S GROWING CITIES requires heavy purchases of generating equipment. U.S. has furnished about 42% of equipment already imported. Above, downtown Jidda.

NEAR EAST MARKETS TODAY

Huge oil and natural gas industry has created one of world's top markets for gas turbine engines

U.S. manufacturers have furnished 42% of equipment installed; irrigation, electrification programs will require heavy purchases

By R. W. SUMMERS
Power & Electrical Equipment Division, BDSA

The vast oil and natural gas reserves of the Near East, coupled with the desire of the countries in the area for rapid economic development, has created one of the greatest markets in the world for industrial gas turbine engines.

Near East petroleum assets are great indeed, the area having 29% of the world's oil production and 60% of the world's known oil reserves, plus the accompanying natural gas.

Exploitation of these oil resources and the modernization of Near East economies in other fields require electricity, mechanical power, heat, air conditioning, highways, water from wells and rivers, desalination, sewage disposal and other facilities.

Electric power generation has accounted for installation of gas turbines totaling over one-quarter million horsepower during the past ten years. Over the same period, gas turbine engines for driving pumps, compressors, and similar equipment totaling more than one-half million horsepower have been applied directly in the region's oil and gas industry.

Approximately 93% of these units have been installed in Iran, Iraq, Kuwait, Saudi Arabia and the Syrian Arab Republic, and U.S. manufacturers have furnished approximately 42% of these goods. However, competition from foreign manufacturers, who have sold more than 20 small units ranging from 100 to 1,500 hp., is intensifying in this lucrative market.

Gas turbine engines ranging from 100 to 2,500 hp. will find a ready market for services such as total energy in resort complexes or as emergency electric power plants for hotels now dependent upon overloaded municipal utility systems. One of the hotels in Jidda recently ordered diesel generating plants for this reason.

Eighteen new hotels

Beirut will have 18 new hotels open in 1967, which may create a greater electricity requirement than the municipal system can handle during peak periods.

Turkey's five-year plan provides for furnishing electricity to 300 towns and 2,900 villages. Many of the villages will be supplied from small regional power plants until electrical consumption is great enough to warrant connection with a national grid using hydroelectric plants now being developed.

Iran is also planning to electrify 25 towns with 750 to 3,000 kw. electric plants.

Kuwait, Iraq and Saudi Arabia will no longer permit natural gas to be burned off as waste. Saudi Arabia has a three-stage, seven-year plan for development of a $222 million petrochemical industry.

All three countries are increasing their liquid petroleum gas production, primarily for export. Compressor drives and emergency electric power units are basic equipment for these types of plants.

Irrigation water from deep wells requiring 75 to 300 hp. is a recognized necessity in the arid acreage being reclaimed for citrus, dates and other profitable agriculture. Kuwait, Jordan, Turkey, the Syrian Arab Republic and Israel all have regions of this type under development, and it has been determined that the cost of pumping water through pipelines from a distant point is prohibitive.

Many of the development programs of these countries are based on studies by U.S. engineering firms, but writing the equipment specifications is still the ultimate responsibility of the appropriate procuring agency or company in each country. U.S. gas turbine suppliers can serve such agencies as well as themselves by making the merits of their products known before the specifications are written. This can be done by local agents.

Communications services expand, offer chances for U.S. suppliers

Even more rapid improvement anticipated in next few years; use of satellites under study for international services

By MARIO J. MOLINARI
Communications Industries Division, BDSA

A 45% rise in telephone use in the Near East during the past five years illustrates the phenomenal worldwide growth in modern communications services. Even more rapid expansion and improvement of these services, anticipated in the next few years to meet the mounting demands of business, government agencies and the general public, offers good opportunities to U.S. suppliers.

The world telephone population jumped from 143 million in 1961 to about 195 million in 1965—an increase of 36%. Although most major extensions from 1961 to January 1966 occurred in the United States, where the number of phones increased by 36% from 74.1 million to 93.3 million, and Western Europe, the U.S. share of total world telephones dropped from 52% to 48% during the period. The number of phones in the Near East rose from slightly over 1 million to about 1.5 million.

Increase significant

Although the Near East figures are relatively small in comparison with other areas, the increase is significant. Percentage increases vary from 6% in Saudi Arabia to 118% in Israel. Other increases include 96% in Iran, 85% in Kuwait, 58% in Lebanon, 64% in the United Arab Republic and 42% in the Syrian Arab Republic.

Among Near East countries, Turkey has the largest number of telephones in service—about 351,000. The UAR has 330,000; Israel 256,000; Iran 208,000; and Lebanon 105,000. The remaining countries have less than 100,000 telephones in use.

The number of telephones per 100 population for each of the Near East countries has increased over this period except in Kuwait, where the figures show a drop from 6.28 to 5.56. Israel has the highest ratio with 9.84 telephones for each 100 population. Israel and Kuwait are followed by Lebanon with 4.43; Syria, 1.38; Jordan, 1.29; Turkey, 1.2; and the UAR, 1.11. Iran, Iraq, Saudi Arabia, and Yemen have less than one telephone for each 100 population.

Expansion of services

Telephone as well as other types of communications systems are being improved or expanded in the Near East, and plans to provide more effective domestic and international services are expected to be implemented in the next five years. The following major projects to improve domestic services should be of interest to U.S. manufacturers.

Iran. Development and completion of an automatic telephone system in major cities and a planned expansion of existing networks.

Iraq. Installation of over 43,000 lines of telephone equipment in Baghdad, Najaf, Arbil, Hilla, Kirkuk, Basra, Kerbala, and Diwaniya.

Jordan. Installation of 17,200 lines of telephone equipment, a 300 channel capacity carrier link, 16,500 telephone sets and open-wire lines.

Saudi Arabia. Construction of a national telecommunications system connecting major cities whose telephone exchanges presently are being expanded by over 40,000 lines.

Syria. Installation of an automatic telegraph system.

United Arab Republic. Expansion of automatic exchanges in Cairo and Alexandria by 234,000 lines and extension and introduction of automatic telephone service in cities in the Delta and Upper Egypt zones.

Communications via satellite

As for international communications, the use of satellites is under serious study by most Near East countries to provide effective and direct services with countries throughout the world. Iraq, Israel, Jordan, Kuwait, Lebanon, Saudi Arabia, Syria, the United Arab Republic and Yemen are members of the International Telecommunications Satellite Consortium (INTELSAT) whose worldwide system will be operational in late 1968. Iran and Turkey are considering joining INTELSAT. Earth stations, however, are being planned only by Iran and Kuwait at this time.

Market opportunities

The continuous requirements for communications equipment offer excellent trade opportunities for U.S. exporters. Although price is usually a determining factor in contract awards, financing arrangements will be important in those areas where this assistance is a prerequisite for bidding. Whether or not financing proposals are invited, U.S. suppliers will have to demonstrate that their systems best meet local conditions and they should, where local representation is permissible, select the most competent agents available.

In ground station equipment, U.S. manufacturers are known and respected abroad as leaders in systems and components research and development. Although they are expected to be price competitive for equipment requirements, their ability to meet financing requirements, when desired, could also affect their ability to sell.

Only Kuwait-based firms get nation's tender documents

Recently issued Kuwaiti tender regulations restrict the sale of tender documents to Kuwaiti firms registered in appropriate categories with the Tenders Board. This move buttresses previous rules which limited bidding on public tenders either to Kuwaiti contractors or to foreign firms in partnership or having an agency agreement with a Kuwaiti firm. The categories in which firms can be registered, subject to technical qualifications, are for projects with a value in excess of 1 million Kuwaiti dinars ($2.8 million); projects up to KD 1 million; projects up to KD 500,000 ($1.4 million); and projects up to KD 250,000 ($0.7 million).

As a consequence of the new regulations, the U.S. Embassy in Kuwait can no longer obtain tender documents. U.S. firms interested in bidding on future projects must, therefore, be represented by a Kuwaiti agent who can procure the necessary documents.

NEAR EAST MARKETS TODAY

Retrenchment forecast in UAR; three-year plan to encompass major industrial reorganization

Port Said Free Zone offers chance for U.S. venture capital; petroleum strikes necessitate oil field development equipment

By EUGENE H. BIRD

Commercial Attache
U.S. Embassy, Cairo

The 30 million Egyptians who live in the United Arab Republic will have to tighten their belts and prepare for at least three years of concentrated budget-balancing if the program of the four-month-old cabinet of technicians is carried out in practice. The UAR continued to run substantial deficits in its critical balance of payments during the past year. With a large percentage of its exports already committed to countries having payments agreements, it must cut its buying in hard currency markets still further.

Because of this the new cabinet, headed by engineer Prime Minister Muhammed Sidqi Sulaiman, who made his reputation by pushing the High Dam construction ahead of schedule, has already cut back plans for new industries and is concentrating on completing old projects. The second five-year plan, redesigned as a seven-year plan by the previous cabinet, has now been changed again by Prime Minister Sulaiman to a three-year plan to consolidate existing industries. This means old suppliers for the UAR will continue to find markets for replacement parts and for some additional machinery for existing plants, but new suppliers will find it difficult to move into this potentially large market until the present shortage of exchange becomes more manageable.

A sweeping reorganization is taking place in UAR industry and over 100 new chairmen of companies and organizations have been named. Foreign trade is expected to be reorganized and reoriented to push UAR industrial and agricultural exports.

The first five-year plan required about $250 million in supplies of hard goods from the United States plus another $50 to $70 million for fertilizers and insecticides, much of it from the United States. The new three-year industrialization plan is still under wraps but it is unlikely to require more than a small fraction of its machinery and other needs from hard currency countries.

In the past, wheat and other farm products have been the principal United States exports to the UAR. The United States' continued position as the top supplier to this market will largely depend on the terms under which our agricutural products may be available.

Joins oil club

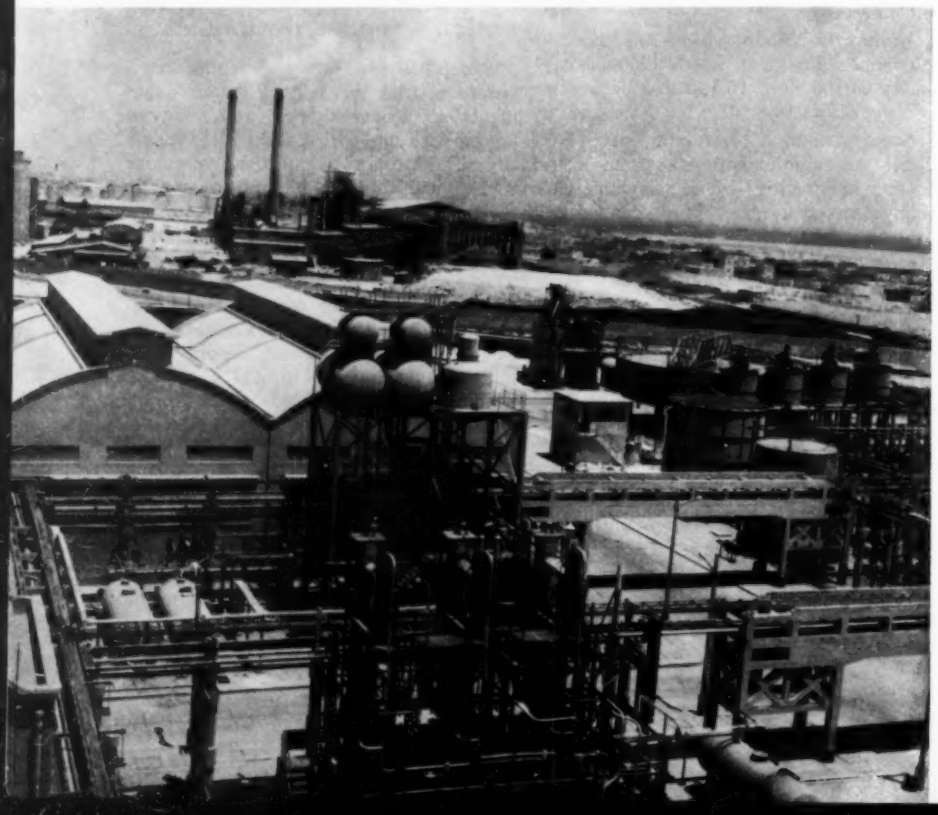
A new UAR market potential was opened in late 1966 with the second major strike in 18 months by an American oil concessionaire. A third strike has just been made in the Gulf of Suez. It is too early to forecast the levels of earnings that the UAR may achieve by 1970 in petroleum but the country is assured of a substantial new income. Petroleum is likely to follow cotton ($300 million) and the Suez Canal ($200 million) as number three in foreign exchange earnings by 1969.

The petroleum strikes by Pan American Oil Company in the Red Sea almost two years ago and by Phillips Petroleum near the famed battle site of El Alamein a few months ago will mean that United States private investment in the UAR will reach several tens of millions of dollars in 1967. Some of this investment money will flow to United States suppliers of equipment for oil field development.

UAR national oil companies have been given new spending authority, as the government's appetite for oil income has been whetted by the two big strikes and the third unevaluated one by the American companies. American oil servicing companies and specialty firms in refining and petroleum control equipment continue to sell successfully to what has become the number one priority for the UAR after the Suez Canal Company and the Aswan High Dam project.

Agriculture, and what is now known as vertical and horizontal development of

A SWEEPING REORGANIZATION is taking place in the UAR's industries, with over 100 new chairmen of companies and organizations having been named recently. Below, an Alexandria chemical plant.



the rich Nile lands, may be the area in which the United States can compete best during the next three years as the industrial retrenchment proceeds. Vertical development of agriculture in the UAR means the intensive use of new techniques, machines and fertilizers to improve sharply the output per acre.

Part of the planning and speed of this will be the responsibility of extension service agencies but much also depends on the agricultural engineers of the UAR and their evaluation of how fast the latest techniques and machinery can be introduced. Many UAR farm scientists have been trained in the United States and are familiar with American standards.

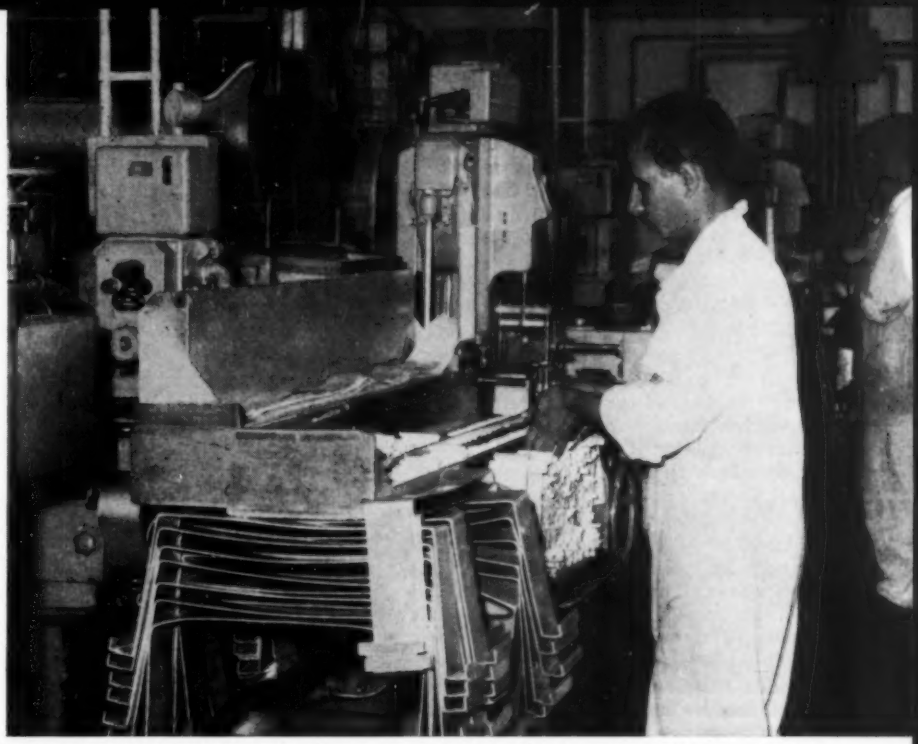
Though the UAR may be hampered by the need to look in the cheapest market for farm machinery because of a shortage of foreign exchange, UAR agriculture is highly compatible in terms of climate and crops with sections of the southwestern United States and this has been an important help to continued United States sales there. Recently, a UAR drive to produce bulbs and winter vegetables for the European market failed because the bulbs and seeds used were from Europe. They mature too late to permit the UAR to take advantage of its almost year-round growing season. Calls for bids from United States firms handling winter harvest bulbs and seeds brought immediate sales and promises of further substantial sales if the UAR succeeds in selling into the European market.

Another intensive technique which is just being adopted there is aerial spraying of crops. UAR officials had always considered the small size of Egypt's fields and the high trees surrounding them as restricting the use of airplanes until two United States firms demonstrated otherwise last summer.

Spraying contracts

The rising cost and scarcity of rural labor as industrialization proceeds in the country led the UAR to advertise for bids on 200,000 acres of land for contract spraying this year. United States contractors are competing strongly for this business. If the expected success is achieved, substantial sales of agricultural aircraft could follow in the coming years.

The taming of the Nile by the Aswan High Dam, a project of which every Egyptian is proud, will aid the conversion of traditional basin irrigation land to year-round cropping, but there will be a loss of traditional silt-fertilizers. New trading opportunities will be opened up for fertilizers and water pumps, for both these items are musts on the UAR schedule. Large purchases of pumps or their expanded manufacture under license and heavy increases in purchases of fertilizers, pending the building of a new fertilizer industry based on the oil finds, will be almost essential before 1970.



UNDER PLANNED CONSOLIDATION of existing industries, established suppliers will find markets for replacement parts, machinery. Above, Egyptian worker at Giza tobacco and cigarette firm.

Grain handling and storage equipment will also be high on the UAR shopping list in the next few years. It is estimated that lack of sufficient grain storage facilities causes a loss of about 15% of the grain, much of which is imported wheat essential to the diet of the average Egyptian city dweller.

Widening of the Suez Canal and reclamation of land are closely related needs. A recent tender, for UAR companies only, asked bids to move almost 40 million cubic meters of sand and rock dumped by the original builders along some 100 kilometers of the canal. This is in preparation for widening the passageway to take more and larger tankers. There is some disagreement among UAR companies as to whether hand or machine labor would be more economical for the job.

Within a few miles of the canal is the UAR's largest single reclamation project of 250,000 acres which will also require earthmoving machinery, some of it similar to that needed on the canal. An estimated $25 million worth of equipment is needed for the reclamation project's first phase alone.

The UAR seems intent on starting both of these projects before 1968, regardless of present foreign exchange difficulties.

Food processing plants, partly aimed at an export market, and more sophisticated equipment for industrializing agriculture may have to wait largely on arrangements the UAR seeks for entrance of its products into the European market. However, some possibilities exist in the Port Said Free Zone for such processing plants, utilizing foreign capital and UAR farm products.

Free zone opens

The decree authorizing the Prime Minister to name a committee to initiate operation of the new industrial-oriented Free Zone at Port Said has just been issued. This means that the Zone is now open for business, one year after work began on the idea. Some 140 firms around the world will be circularized for data as a follow-up to their inquiries about establishing business in the Zone.

While investment in the UAR remains a question mark outside of joint ventures by oil concessionaires, the Port Said Free Zone may offer some interesting opportunities for United States venture capital. It has a strategic trading location and more than 5,000 ships made over 20,000 passages last year through the canal.

The more advanced equipment of an industrializing country such as computers and electronic apparatus will be sold in

small quantities into the UAR market during the next few years, in part directly to the government and in part through grants in aid from UN agencies or foundations operating in the UAR. The need for better statistical data for planning purposes in the still centralized economy of the UAR is well recognized. Serious thought is being given to a centralized public utility concept for future computer installations.

The pharmaceutical industry in the UAR remains the sole area, outside of petroleum exploration and development, which has foreign capital investment in operating plants. One American company, Pfizer, continues to import for its plant operations raw materials from Europe and the United States.

Egypt remains the daughter of the Nile, at least for the moment, until the country's potential in oil and her ability to achieve an industrialized society are proven. Traditional hard goods exports to the UAR from the United States should continue to grow, with agricultural machinery leading the list. As the largest industrial power in the northern half of Africa, the UAR still holds great promise to traders with the patience and skill to remain in the running.

New records at Suez

The Suez Canal set a record on Jan. 2 by collecting transit fees totaling over a million dollars from the one day's traffic—the highest single day figure in its 98-year history. A contributing factor was thought to be the increased number of oil tankers using the Canal, owing partly to the fact that the oil pipeline from the Persian Gulf to the Mediterranean was shut down due to a dispute over pipeline fees.

Another record was set earlier when the Norwegian tanker *Bergehaven*, the largest ship ever to make the trip, transited the Canal last Oct. 27. A modern 153,000-ton supertanker, the ship was sailing in ballast at the time. While in transit, research officials carefully measured the wave effects on the banks and bottom of the channel as the giant hull—915 feet long, 145 feet wide—passed through, later pronounced the passage "an important and thrilling event."

Gross receipts from toll fees paid by ships transiting the Canal exceeded $200 million for the year 1966—another all-time record.

NEAR EAST MARKETS TODAY

Expanding UAR fertilizer output hasn't kept pace with demand

Nation expected to be a large net importer for at least five years; Commerce analyst says U.S. firms could improve market share

By GORDON W. SCHMIDT
Chemical and Allied Products Division, BDSA

The UAR's heavy dependence on agricultural export earnings makes a large supply of inexpensive fertilizers a necessity. Although UAR fertilizer production has climbed steadily since 1953, the rate of increase in fertilizer imports over the same period has been several times greater.

Demand for fertilizers can be expected to increase substantially during the next years as new lands are reclaimed or are brought into production with waters from the High Dam, and as natural silt fertilization stops with the virtual elimination of floods.

Manufacture of chemical fertilizers has, therefore, been given highest priority in planning for the chemical industry, and fertilizer production is claiming over half of the planned 1966-67 government investment for the chemical area.

However, capacity to produce fertilizers is not increasing as rapidly as expected, and a growing market for imported fertilizers appears to be developing. The UAR's net imports of chemical fertilizers (largely nitrogenous types) were valued at over $27.6 million in 1965, a jump—caused by a rise in price as well as quantity—of $9.2 million over 1964. This abrupt increase in imports has in turn given new impetus to local production.

1965 output

The 714,000 ton UAR production of nitrogenous fertilizers in 1965 consisted of calcium nitrate (277,643 tons at Suez), ammonium nitrate (376,720 tons at Aswan) and ammonium sulfate (59,711 tons at Suez).

Another ammonium nitrate plant is under construction at Helwan, but no date has been set for its completion. Construction is also underway on calcium nitrate and ammonium nitrate plants at Suez. These three projects, when finished, will increase fertilizer production capacity by over 900,000 tons per year.

Although production of fertilizers rose in 1965, the industry continued to operate below capacity. There have been serious difficulties in securing sufficient foreign exchange for new or replacement equipment, and in transporting, storing, packaging and marketing both raw materials and products.

Although there are a number of major projects aimed at increasing domestic production of nitrogenous fertilizers, local demand can be expected to rise faster than the projects can be completed, and the UAR will continue to be a large net importer for at least the next five years.

Import gain

Total fertilizer imports increased from $14.5 million during 1963 to $18.4 million in 1964, and reached nearly $28 million in 1965. Total imports amounted to 604,000 metric tons in 1965, of which 557,000 tons were of ammonium sulfate, ammonium nitrate, and other nitrogenous fertilizers.

Italy was the major source for fertilizer imports, followed by the Soviet zone of Germany, Belgium, Norway and the U.S.

The UAR reduced its imports of phosphate fertilizers in 1965 after becoming virtually self-sufficient in this field.

The large purchases of nitrogenous fertilizers from Italy and the U.S. during early 1966 indicate that this sharp uptrend in imports may continue for some time. Through November of 1966, the UAR purchased 137,000 short tons of ammonium sulfate from the U.S., compared with only 16,500 during all of 1965.

The sole fertilizer product imported in 1965 from the U.S. was ammonium sulfate valued at $579,000, or 1% of total UAR fertilizer imports. Further, this quantity represented only 1% of total U.S. exports of the products, suggesting that perhaps U.S. firms could capture a

U.S. PRODUCT DISPLAY CENTER'S SHOW WINDOW invites passersby in for a closer look at products which are not yet in general use in the UAR, but which have an assured market potential. At right, U.S. Ambassador Lucius D. Battle demonstrates a brick-making machine that was such a hit it closed the show—UAR officials were so impressed that they wanted to put it into use at outlying building sites immediately.

larger market segment by a closer analysis of the apparent opportunities.

Although the U.S. has sold more fertilizer to Egypt recently, the U.S. share of the fertilizer market has not been substantial because of the distance from U.S. sources of supply and because Egypt lacks hard currency.

Most fertilizer distributed in Egypt is through companies affiliated with the Egyptian General Agricultural Cooperative Organization, an agency of the Ministry of Agriculture. The kind of acceptable payment or barter arrangements often determines the quantity of fertilizer and the country from which purchases are made.

Long-term plans include the construction of a large urea plant and another ammonium sulfate plant, both of which are expected to use local gypsum and naphtha as raw materials.

The new extension to the Abu Zaabal fertilizer factory, scheduled to be ready in 1965, has not yet gone into operation. A proposed project to build a calcium-superphosphate factory at Assiut has been revived. If both these plans are carried out, the production capacity for superphosphate fertilizers will rise to over 600,000 tons per year, exceeding estimated demand.

Whether the longer-range scheme to build a triple-superphosphate plant in Upper Egypt, which would exploit the phosphate deposits of Sebaiya and utilize cheap power from the High Dam, will be pursued is open to some doubt.

Although domestic demand may not justify the plant's construction, some UAR planners look upon the plant as an export producer which will earn more foreign exchange, employ more workers, and produce a higher value product than is presently obtained.

Center in Cairo spurs U.S. exports useful to economy of UAR

Display of brick press closed early to release device for full-time use at building sites

The U.S. Product Display Center in Cairo "offers an opportunity for the United States to present examples of its new technology and its growth and development," according to U.S. Ambassador to the UAR, Lucius D. Battle.

Speaking at the inaugural ceremony which opened the Center in March 1966, the Ambassador expressed the hope "that both the public and private sectors of the United Arab Republic will make use of this Center as a device for the exchange of information and knowledge and as a means to a deeper friendship between our two nations."

The Center displays products which are not yet in general use in the UAR and which appear to have demonstrable utility and an assured market potential—with resultant benefits to local importers, distributors and ultimate users.

Immediate use

An example of such a product was a brick press that makes building blocks using slightly moistened soil mixed with a binding agent consisting of one part cement to ten parts of earth. The hand-operated device, which was demonstrated by Ambassador Battle when it went on display in June 1966 can produce up to 500 bricks a day, at one-fourth the cost of the less durable earthen bricks currently used for rural dwellings.

The brick press was in such demand by the UAR Government officials concerned with rural housing and reconstruction that the display was closed ahead of schedule to release the device for full-time use at outlying building sites.

In addition to displays of U.S. products, the Center also houses the U.S. Embassy Commercial Library, which comprises over 1,000 U.S. magazines, trade periodicals, catalogues, directories, and other U.S. business publications.

American firms interested in putting their products on display at the Center, should write directly to the Commercial Attache, U.S. Embassy, Cairo, UAR.

TURKEY'S RAPID ECONOMIC GROWTH, spurred by its five-year plan, is seen in modern highways. Above intersection is part of new road system.

NEAR EAST MARKETS TODAY

Rapid growth of Turkish economy offers excellent opportunities for investment, supply of tools

Exporters are advised to consult Turkish Import List to determine what goods the country needs and will accept

By ARTHUR C. LILLIG
Commercial Attache
U.S. Embassy, Ankara

1967 is the year for the American businessman to take a new look at the Turkish market. American manufacturers and exporters, who have been bypassing Turkey on past business trips, should strongly consider adding a stop there to their 1967 circuit plans.

Good progress has been achieved in the country's Five-Year Development Plan. Recent economic growth has been impressive and there is a feeling of gathering momentum. In 1966 the country achieved a more-than-respectable economic growth rate of 8.4%—a 7% rate was called for in the development plan—and prospects for a repeat performance in 1967 are good.

This rapid growth of the Turkish economy offers excellent opportunities for American manufacturers to participate in its development, either through investing in new plants or by providing the needed tools to do the job.

The substantial U.S. economic aid program which restricts procurement under the AID program to U.S. sources offers both an immediate advantage and a head start in the development of a sales program capable of meeting the free market situation toward which Turkey is heading. This economic assistance totaled some $130 million in 1966, including $70 million for commodity purchases and $60 million for specific projects. The 1967 aid program is expected to be of comparable magnitude.

Lists goods needed

Every exporter or manufacturer who wants to sell in Turkey must familiarize himself with the semiannual Turkish Import List. This program, or regime, lists the types of goods which Turkey needs to develop the country, and for which import licenses will be issued. AID-financed products are also indicated.

The 18th program covering the first six months of 1967 was published on January 4 and is available in the Department of Commerce. If a manufacturer's products are not listed, he probably will not be able to export to Turkey during the period covered. However, as several of the quota categories are very general in nature, the manufacturer should check out the possibility of selling his goods with a Department of Commerce Field Office or with the Bureau of International Commerce in Washington.

Business report

The exporter or manufacturer who wants to break into the restricted but still sizeable Turkish market should also obtain a copy of the very useful Overseas Business Report on *Selling in Turkey* (OBR 64-97). A study of both the Import Program List and *Selling in Turkey* will provide an excellent guide to what can be sold and how. Many manufacturers and exporters write to request recommendations for agents for products which often cannot be imported, particularly those falling in the consumer goods categories or those already manufactured in sufficient quantities to meet the demand in Turkey.

Specifically, what are some of the types of goods that Turkey wants? A close look at the Import Program shows, among others, the following items in the liberalized group: machine lubricants, fertilizers, dyes, chemicals, crude rubber, packing equipment, medical and dental instruments, drugs, paper and paperboard,

mining equipment, industrial tools, spare parts, electrical equipment, machine tools, and many others. Again, the List should be consulted, as only certain types of these products are allowed to be imported without a quota.

The quota list, which gives specific dollar ceilings for import categories, indicates that Turkey needs the following major types of products: copper wire fabrics, soda, chemicals, plastifiers, polyvinyl chlorides, kraft papers, certain sizes of tires and tubes not manufactured in Turkey, calf hides, man-made fiber cords, merino wool, road-building equipment, assembly industry equipment, including items for production of automobiles, trucks, buses, refrigerators, radios, batteries, sewing machines, etc. These are only a few of the items Turkey wants to import.

Bid requests

Another very useful indication of the products required by Turkish industry, both State-owned and private, are the requests for bids which are regularly forwarded and published in INTERNATIONAL COMMERCE. Some of the more important items purchased during 1966, on a worldwide basis, were: construction, earth moving and road-building equipment, automotive vehicles, drilling machines, lubricants, radio, telephone and other electronic equipment, industrial boilers, power transformers, office equipment, air conditioners, heating and laundry equipment for tourist projects, and medical and scientific equipment.

Sells $167 million worth

During Jan.-Nov. 1966 the United States sold $167 million worth of American products. U.S. manufacturers have been particularly successful in selling such products as road-building and earth moving equipment, construction machines, oil drilling equipment, railroad diesel locomotives, and office equipment. One American company sold $70,000 worth of office computers in worldwide competition. It was necessary for this company to send a man to Ankara to negotiate a last minute agreement after differences arose involving specifications. To the credit of the company, they incurred this expense to ensure a modest sale, with a view to increasing their future sales in this growing market.

An especially notable success story was the sale by Douglas Aircraft of two DC-9 jet planes for use on Turkey's European air routes, after several years of intense competition with other American and European manufacturers, including the USSR. This sale was assisted by a timely Export-Import Bank loan—one of the first to Turkey in several years.

The Export-Import Bank loan provided a type of credit which spokesmen in private industry say is badly needed in Turkey. They point out that whereas State Economic Enterprises can obtain equipment through low-cost long-term loans, private contractors and entrepreneurs must all too often pay much higher rates for loans—if loans are available at all, and often they are not.

To participate

The United States will participate in the Izmir International Fair from Aug. 20 to Sept. 20. A U.S. quota allocation of $850,000 for the Fair was received last year, and should be at least as large this year. Manufacturers wishing to take part in the Fair can introduce new products in an attractive, eye-catching U.S. pavilion before thousands of visitors. Those interested should write immediately to the Consulate General, Istanbul, for detailed information.

There are good commercial opportunities in Turkey but there are also problems. Doing business in Turkey is not always an easy matter. Strict import controls will remain a necessity as long as the serious balance of payments deficit situation continues. Also, the complexity and red-tape aspects of the import and related regulations can be frustrating. There is no capital market in Turkey at present, and there is a need for more professional management of the nation's commerce and industry.

But progress is being made. Some of the difficulties in importing spare parts have been removed. Improved processing of foreign investment applications is predicted. A bill to enable the creation of a capital market is expected to be voted on this year. There is also a long overdue trend in favor of the corporate form of business organization.

Must face competition

If American manufacturers hope to increase their sales in the near future, they must meet the competition from both Western and Eastern European manufacturers that is becoming more and more

DRILLING EQUIPMENT is among the fastest-selling U.S. exports to Turkey. Above, men look for water in one of the country's remote arid areas.

Proposals for Turkey: Deadline Feb. 28

Only a week is left before the deadline.

U.S. firms have until Feb. 28 to submit their individual business proposals to the Commerce Department for its spring Mission to present to firms in Turkey.

The U.S. Industrial Expansion Mission will take off for Ankara on April 15, proceed to Adana and Izmir, and conclude its activities in Istanbul on May 13. The proposals, to be summarized in a booklet and distributed throughout Turkey before the Mission's arrival, will be discussed locally by Mission members and interested Turkish businessmen. Bona fide interest by local companies will be reported to the U.S. firms making the offers.

To submit a proposal, **write:** Director, U.S. Industrial Expansion Mission to Turkey, BIC-916, Department of Commerce, Washington, D.C., 20230.

For information on what comprises a business proposal submission, see *International Commerce*, October 31, 1966, page 3.

potent. The U.S. share of the Turkish market for the first eleven months of 1966 fell to 24.5%, compared to 29.4% for the same period of 1965. Most of the loss was attributable to gains of Western suppliers, but during 1966 East European countries have also been vigorously pushing their goods.

A most important means of increasing sales to Turkey is through investment in new manufacturing projects and by provision of equipment. In recognition of the outlook for continued economic growth in Turkey and of the need for outside participation in future development, a United States Industrial Expansion Mission will come to Turkey in Apr.-May of this year. Members of the Mission will visit Ankara, Istanbul, Izmir and Adana to meet Turkish Government spokesmen and business leaders in a search for investment as well as sales opportunities. Following these investigations, the group will report to businessmen in the United States on the business and investment climate and oportunities in Turkey.

The Turkish economy is on the move. The American businessman would do well to stop on his next trip through the area for a closer look at the possibilities.

New Turkish import plan provides for higher purchases

Several changes will affect shipments financed by AID

The Turkish Government recently announced its import allocations for 1967, providing for a total increase in imports to $800 million in contrast with $725 million allocated last year.

Investment goods have been programmed at $340 million, raw materials at $375 million, and consumer goods at $85 million.

Goods eligible for normal commercial import licensing amount to $580 million in contrast with last year's $485 million. These are divided among liberalized imports which are licensable without quota limitations, and which have been raised to $340 million from $270 million; and quota list imports which have been raised to $240 million from $215 million.

Licensing policy for the Jan. 4-June 30 period (18th Semiannual Import Program) has been released. Substantial changes include a requirement for prior ministerial permission for import licensing of a number of liberalized list items, and an elevation of the import deposit guarantee for motor vehicle spare parts from 100% to 125%.

Several changes will affect AID-financed imports. The number of such items on the quota list has been greatly reduced; while on the liberalized list, the number of AID-financed items requiring prior ministerial approval has been increased.

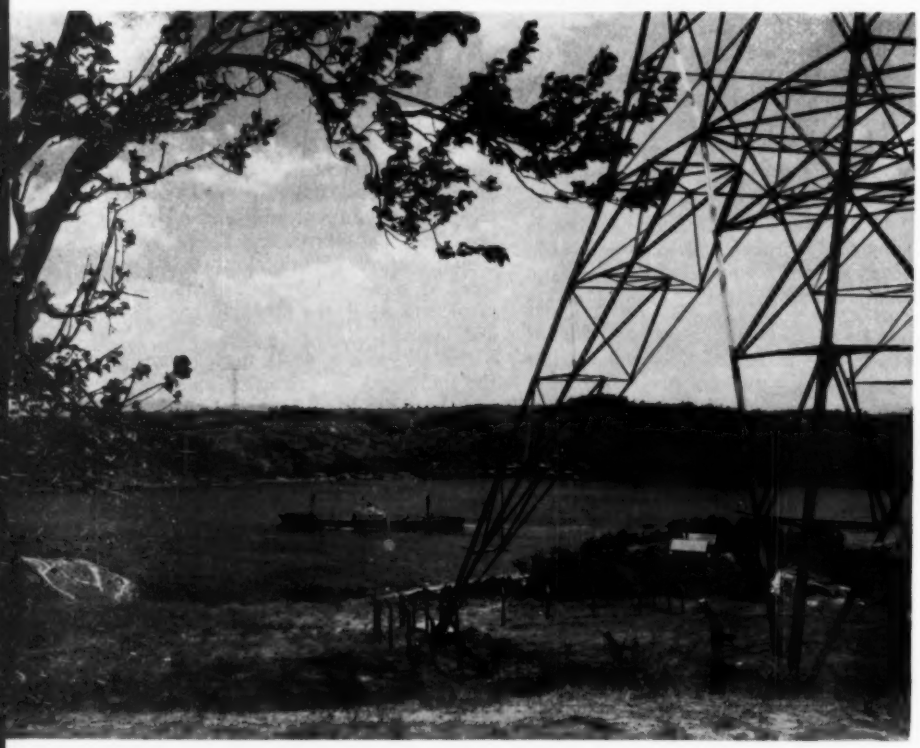
Other types of imports figuring into the total allocation are imports under bilateral agreement, $90 million; project credits from aid consortium members, $90 million; private foreign capital investment, $25 million; goods imported by Turkish nationals returning from abroad, $10 million; and NATO imports, $5 million.

As in previous years, the licensing policy for normal commercial imports is programmed into semi-annual terms having approximately equal allowances.

Moreover, the 18th import policy, in contrast with previous policies, does not allow lower deposit guarantees for AID-financed goods than for those from other sources. Also, guarantee deposits may no longer be calculated on the letter of credit value; therefore, importers' funds will be tied up for the amount of the deposit plus the value of the goods.

Information on the treatment of specific commodities may be obtained from the Near East-South Asia Division, OIRE, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

HIGHER IMPORTS FOR 1967 are provided for in Turkey's recently-released import allocations. This merchantman bound for Istanbul is steaming up the Bosporus Straits, between Europe and Asia.



Syria prohibits importation of certain goods

In a recent action the Government of Syria prohibited the importation of certain items. The banned goods are as follows: eggs; whiskey and brandy; cosmetics; shoes polishes; braid woven materials; cotton cloth of various weights; carpets and rugs of all kinds; blankets and bed covers; artificial flowers and fruit; artificial pearls; certain printing machinery; office equipment including reproducing machines, staplers and sharpeners; domestic electrical appliances; telephones and telegraph equipment (except on Government order); motion picture equipment; educational visual aids; gramophones and tape recorders; records and sound carrying tapes (except blank tapes).

LOWER CUSTOMS TARIFFS are expected to benefit U.S. exporters to Israel. This structure is a grain silo in Haifa, handling Food for Peace imports.

NEAR EAST MARKETS TODAY

Israeli trade liberalizations, part of anti-recession program, open doors for U.S. businessmen

U.S. sales continued high in '66 despite activity slowdown; Government plans to establish, expand industries in 1967

By CHESTER E. NORRIS, JR.
Commercial Attache
U.S. Embassy, Tel Aviv

Recession came to Israel in 1966. Unemployment was up and economic activity slumped. But imports from the United States reached a new high, and enterprising salesmen may uncover new opportunities in the Israeli Government's anti-recession program.

The economic slump is attributable to the government's deliberate "slowdown" policy, specifically in the housing and construction industries, and to other steps against continued inflation. The results of these actions may have exceeded the expected impact and have created a chain reaction which affected most of the country's economic areas. This is particularly true in regard to unemployment, almost nonexistent in the past few years, which began to grow rapidly during 1966. However, its percentage in the total manpower, still low, gives no cause for alarm.

Some overall gains

Despite these setbacks, the slowdown brought some important gains in the overall economy. Although the growth of Israel's industrial production in 1966 was only 3.4% as compared to 10% in 1965, gross exports amounted to $501 million as against $429 million in 1965 —an increase of 16.8%. Of this, industrial exports totaled $405.9 million—an increase of 18.3% over the last year. The increase in exports has also greatly contributed to the improvement of the merchandise deficit, a chronic weak spot in the economy, which decreased by $54 million (from a $394 million deficit in 1965 to $340 million in 1966).

The government's plans this year for combatting recession and unemployment include:

- Expansion of existing industrial enterprises and establishment of new, more sophisticated industries, mainly with participation of foreign investors, for which special facilities and concessions will be offered. The government also has ready blueprints for a large number of projects for new power stations, oil pipelines, road construction, nuclear energy desalination plant; and others involving an investment of hundreds of millions of dollars.
- New incentives and financial aid for the export drive.
- Further expansion and promotion of the national tourism industry.

Implementation of some of these projects and plans may begin in 1967 and may offer employment to thousands of workers presently unemployed. They may also present opportunities to U.S. businessmen. Despite the slowdown, goods estimated at over $800 million were imported in 1966—the 1965 total was $835.4—and it should be noted that

U.S. businessmen still have a large market in Israel. Imports from the United States for 1966 should approximate the $212 million bought in 1965, which would result in a slight improvement in the U.S. share of the market.

The current liberalization policy adopted by the government is another encouraging development which may lead to increased imports from the United States. The program is aimed primarily at improving the quality of local products and holding down consumer prices as a means to blocking the continuous rise in the high cost of living. A large number of manufactured and non-manufactured products and consumer goods—textiles, leather goods, glass and ceramics, metal products, electrical appliances, optical goods, toys and others—which formerly required import licenses, can now be imported without restrictions by virtue of the policy's first stage.

In most cases, the lifting of administrative import restrictions was accompanied by the imposition of high custom tariffs to protect the local industry. By its recently implemented second stage, custom tariffs imposed earlier have been reduced by 5-10% on a large number of products. These newly revised custom tariffs should greatly assist U.S. exporters to renew efforts in the Israeli Market.

Another area which may offer a wide scope of commercial activities to American exporters and investors is the anticipated expansion of the chemical and fertilizer industries. These projects will also require large quantities of machinery, heavy earthmoving equipment, and modern transportation methods. A pipeline for carrying chemicals from the Dead Sea Works to the Port of Ashdod is also planned for the foreseeable future.

A project of special interest to U.S. exporters is the America House, a joint venture of the America-Israel and the Israel-America Chambers of Commerce. America House is designed to become a center of activity for the further development of commercial and industrial relations between the United States and Israel. It will also accommodate a permanent exhibition of U.S. industrial products and house the main offices of the Israel-America Chamber of Commerce in Tel Aviv.

The 1966 Tel Aviv International Trade Fair proved to be a highly successful medium for the more than thirty participating American companies, through the Department of Commerce trade fair program. $675,000 in off-the-floor sales and projected one-year sales of $1,700,000 proved that well-chosen commodities, adequately priced, will sell under any conditions. This was the case with the automotive maintenance, hotel, restaurant and catering equipment exhibited at the Fair. These products fulfilled a need. The number of vehicles in Israel has grown at a rapid rate in recent years—much more rapidly than the number or quality of facilities to repair them. Fewer new automobiles are being bought now due to the increased taxes on vehicles and fuel. Thus, existing vehicles need the type of equipment manufactured in the United States to keep these older cars running safely.

A CHEMICAL PIPELINE IS PLANNED to carry the output of the Dead Sea Works to the Port of Ashdod on the Mediterranean. Below, work is underway on a new section of the port area at Ashdod.

Tourism is booming

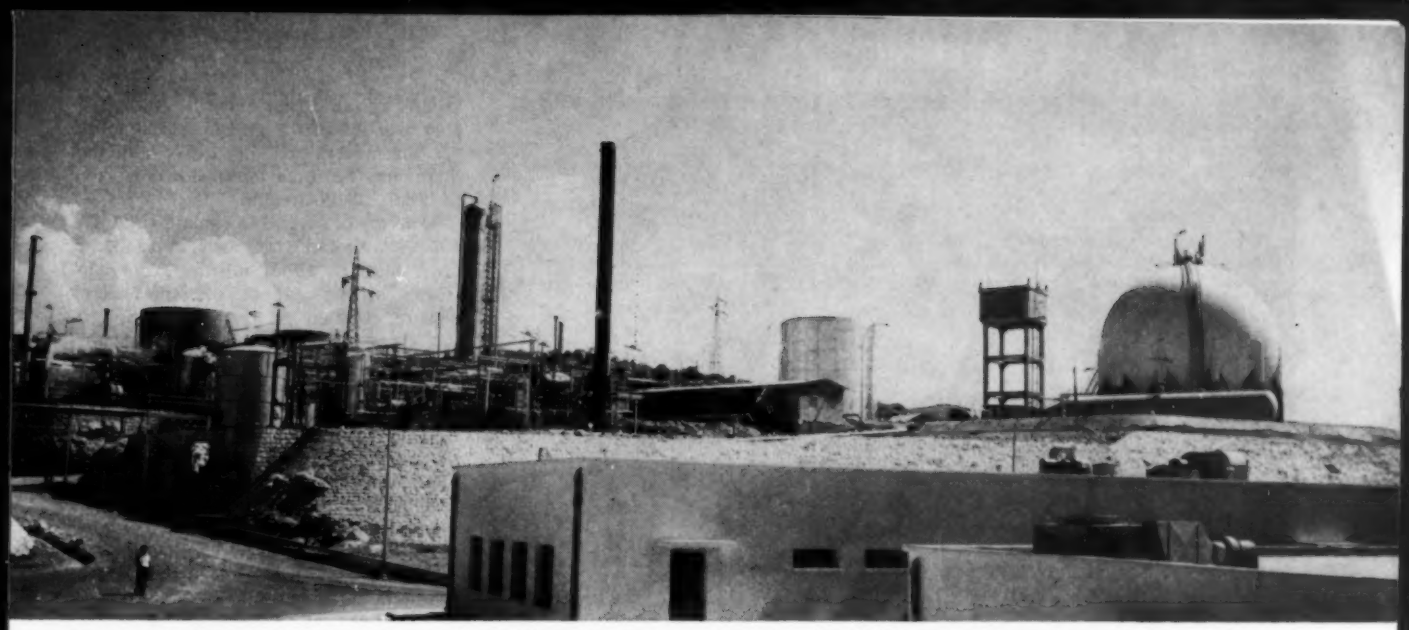
1966 has also been a year of hotel expansion in Israel. Several hotels have been opened and renovated, but this represents only a fraction of the Government's tourism development five-year plan for 1965-70, which calls for dozens of new, large and small hotels, motels and guest houses with thousands of beds to absorb an expected traffic of over 600,000 tourists in 1970. These hotels will require a great number of various commodities such as commercial laundry machines, ovens, coolers, special office machinery and equipment, internal electronic communications devices, automatic cooking and kitchen accessories and swimming pool equipment. Results at the Fair confirmed the demand for such goods.

American businessmen also have an important part to play in the sphere of so-called invisible imports. Their role includes setting up joint ventures with local firms in which the U.S. partner contributes not only money and goods but also advice and technical know-how, and helping to supply engineers and technical consultants for local enterprises.

Imports will increase

In conclusion, the basic prospects for U.S. industrial and other exports seem to be more favorable than ever before. The reasons: Israel's imports will not remain static but will continue to grow because Israel's economic policy is essentially aimed at increasing exports and not limiting imports; the large government-sponsored projects will necessitate hundreds of millions of dollars worth of U.S. goods and machinery; automation is coming into greater use. Israeli industrialists realize that to be competitive in world markets, and to succeed in their export expansion program, product costs must be reduced through automation. This should lead them to look to the United States, the foremost producer of such equipment.

The market for American products is here, and it is up to the American businessmen to come and sell it.



LOCALLY PRODUCED FERTILIZER represents a saving in Lebanon's buying power. Plant shown here is joint venture between Esso and Lebanese businessmen.

NEAR EAST MARKETS TODAY

Lebanon weathering bank crisis; U.S. sales increased in '66, longer term prospects look good

Investors may find that Lebanon's need for liquid capital presents opportunities to enter the market on favorable terms

By DONALD C. IDE
Commercial Attache
U.S. Embassy, Beirut

As Lebanon undergoes a period of economic readjustment in the wake of the banking crisis touched off last fall, the volume of American exports to the country is likely to decline from the record 1966 levels. However, longer term trade prospects appear good and there is continuing interest in Lebanon among American investors.

The rapidly rising tempo of trade in Lebanon continued through the spring of 1966. American exports to Lebanon for the first half year, spearheaded by food grains and aircraft and parts, increased almost 50% over the same period in 1965. As the year progressed, however, there was a noticeable tightening of credit; in part a healthy reappraisal of boom-engendered lending practices and in part reflecting the drain of funds attracted by higher interest rates abroad.

This trend set the stage for the closure in mid-October of Intra Bank, Lebanon's leading financial institution, which in turn touched off a major crisis in confidence in the Lebanese banking system. Since much of the business in this highly competitive market is done on credit, the business community was badly shaken and there was a slowdown of business activity which not even the Christmas trade could overcome.

The government of Lebanon moved quickly to protect the small depositors of Intra Bank and to provide the liquidity needed to forestall additional failures of other banks. It also initiated legislation to establish some form of deposit insurance and special procedures to cope with bank closures. Notwithstanding these measures businessmen have adopted an attitude of watchful waiting until the situation clarifies. This may take several months. During this period, pending investment decisions will probably be postponed, and speculative business ventures curtailed. There is likely to be a somewhat stricter requirement for letters of credit on the part of foreign suppliers and a corresponding greater selectivity in making credit sales by local distributors. On the other hand, investors already interested in Lebanon may find that the present need for liquid capital will present opportunities to enter the Lebanese market on favorable terms.

While American exports to Lebanon soared to record heights in 1966, under present circumstances it is unlikely that these levels can be maintained in 1967. As in all periods of tightening credit, a shake-out of a certain number of weaker businesses is to be expected.

American imports listed

Several of the leading American products sold in Lebanon are considered separately below:

In 1965 there was one passenger car for every 22.3 Lebanese; in all of Asia, including Japan, only Kuwait and Singapore had a higher ratio. Exports of road motor vehicles from the United States to Lebanon amounted to $11,232,000 during 1965. For the first six months of 1966, $5,849,000 worth were imported from the United States as against $5,675,000 during the same period in 1965. An over-supplied market, tighter credit, higher taxes and import duties will undoubtedly result in fewer automotive

CONSTRUCTION, TRANSPORT EQUIPMENT is among Lebanon's principal imports from the United States.

imports by Lebanon during 1967.

Until recent years, the United States has not been a major supplier of wheat and other food grains to Lebanon; in 1965 a substantial movement of CCC wheat began. The wheat was purchased by private importers on 3-year repayment terms and most of these sales were guaranteed by Intra Bank. New approvals will await conclusion of mutually satisfactory arrangements for completing the earlier sales. Animal feed preparations from the United States have enjoyed a growing market in Lebanon. Although there may be a temporary check to this market due to the credit squeeze, continued long term growth is expected.

The closure of Intra Bank and the ensuing credit pinch has brought an abrupt check to the construction boom that has been evident in Beirut for the past several years. This will inevitably reduce the demand for construction equipment and with it large air conditioning units, 80% to 90% of which have been supplied from the United States.

Household appliances

Room air conditioning units, refrigerator-stoves, washing machines, driers and TV sets are all sold on installment credit. Because Lebanon does not yet have well developed credit finance organizations, most of this type of credit risk is carried by the importers and distributors supported by their banks. Restricted credit will limit the amount of financing that such people can extend. Individual purchasers, moreover, will probably postpone buying decisions until they have a clearer picture of the direction the economy is to take. Prospects are not bright, therefore, for these lines. Vigorous sales efforts and above all better credit terms might help to maintain or improve the American share of the appliance market.

Cigarettes

Over 80% of all cigarettes imported by Lebanon came from the United States. In May of 1966 a decision by the tobacco monopoly to increase prices on imported cigarettes resulted in a sharp drop in sales of American cigarettes for a month or two; thereafter, sales resumed at a somewhat lower level than previously. Since the consumption of cigarettes is increasing rapidly, 1967 should be at least as good as 1966, if not better.

Pharmaceuticals, like automobiles, are among the most competitive items sold in Lebanon with the American share approximately 15% of the Lebanese market. Because of strict Government price controls, competition has taken the form of extending better credit terms. One of the leading distributors of several major American brands states that for ordinary merchandise sales it is necessary to give 3-month credit terms. However, to sell drug items, one must start with 6-month terms and sales are often made for repayment in 8 or 9 months.

The government has initiated a vigorous drive to reduce pharmaceutical prices. This factor, combined with a limited introduction of the medicare provisions of the Social Security Act, probably will lead to a greater consumption of pharmaceuticals in 1967, although there may be some initial slowdown due to credit readjustments.

Delivery of several Coronado (GD/CV 990A) turbofan transports boosted aircraft sales in 1966; however, the confusion arising out of the Intra Bank closure resulted in the cancellation of the three Douglas DC-8-62 transports which had been scheduled for delivery in 1967. There are good prospects in 1967 for an additional Coronado, two used Boeing 720 B's or 707-138 B's and several DC 6-A/B's.

Since Intra Bank owns 65% of Middle East Airlines, the major purchases anticipated during 1967 through 1969 have been temporarily deferred. Once the banking situation is resolved the growing international air traffic market into and out of Lebanon will require significant new purchases by the Lebanese carriers.

An impressive indicator of the growing maturity of Lebanese industry may be seen by the interest generated by the International Executive Service Corps. In less than a year 20 individual contracts were signed to bring retired senior executives from the United States to Lebanon for periods of consultation of one to three months. Sharply focused on specific aspects of management, IESC executives have counseled Lebanese firms on such diverse matters as inventory control, merchandising, hotel management, airline operations, and a variety of industrial production and operational problems.

Numerous American engineering consultants have expressed keen interest in having their firms selected as the engineering consultants for some of the major projects being undertaken by the government of Lebanon. Still to be awarded are consulting contracts for the Sidon-Beirut-Tripoli highway, the Lebanese portion of the Beirut-Damascus highway, the grain storage silos for the Port of Beirut and two urban renewal projects in Beirut.

Trade promotion activities

The Sample Display Center in the Embassy at Beirut exhibited sample products of 91 different firms during 1966 including a special exhibit of U.S. dairy products sponsored by Dairy Society International and one organized by the Foreign Trade Council of Westchester County New York. Consumer items, particularly food and clothing, attracted the greatest interest on the part of local businessmen.

During 1966 a number of Trade Development groups visited Beirut. The Illinois Farm Bureau group discussed various marketing and business proposals with local businessmen. Some months later one of these proposals blossomed into a joint venture with a Lebanese businessman to produce meat and dairy cattle in Lebanon utilizing technical know-how, breeder cattle, and growing stock supplied by the partner in Illinois.

Other visits included a representative of the New York Department of Commerce; a Trade Mission from Maryland; one from the Chicago Association of Commerce and Industry; and a representative of HEMISFAIR 1968 from San Antonio, Texas.

U.S. investment

A significant note of confidence in the Lebanese economy was registered by American investors who are going ahead with their investment proposals in spite of the Intra Bank crisis.

These include: Phelps Dodge, which with French and Lebanese interests has announced plans for a cable manufacturing plant; the Mead Corporation, which has joined with a large group of Lebanese and Arab shareholders to form UNIPAK —a firm which will manufacture containers, largely for the fruit industry; the International Bank of Washington, which has joined with local partners to form the Trans-Orient Bank; and the Sheraton and Hilton hotel groups.

In October 1966, Esso Fertilizer Company, S.A.L., a joint venture between Esso and a group of Lebanese businessmen, began production in its ultra-modern plant at Ras Sala'ata, on the coast between Tripoli and Byblos. This plant, with its capacity of 135,000 metric tons of various fertilizers, marks an important step towards greater economic self-sufficiency for Lebanon and is a striking example of the benefits derived from joint ventures blending Lebanese and American capital, initiative, and know-how.

Local skills utilized

Through its research organization, technical training, and agronomic services, Esso Fertilizer will assist Lebanese farmers to get the most from their land at the least expense. It provides employment for skilled local managers and workers and outlets for local materials and services. Its locally produced fertilizers represent an important savings in buying power formerly expended on fertilizers imported from abroad.

Also during 1966, Phillips Petroleum Company purchased controlling interest in Plastex S.A.L., a local firm producing a variety of plastics products and batteries. Phillips Plastex, as the new organization is known, is accelerating its export sales, thus helping reduce Lebanon's serious trade imbalance.

1967 will be a year of challenge to Lebanese as well as to American businessmen doing business in or with Lebanon. Some observers believe that if the lessons of the Intra Bank closure are heeded and measures are implemented to put Lebanese banking on a sounder basis, the Intra crisis may well have played a constructive role in the economic life of the country.

Many U.S. suppliers display products at Beirut Center

Exhibitions attract visitors from other parts of Near East

Since the Sample Display Center in the U.S. Embassy at Beirut was opened in January 1964, 230 U.S. firms have exhibited their products—principally for the purpose of finding suitable representatives.

In addition to the individual displays by U.S. firms, a number of exhibits have been arranged whereby the sample display facility was turned over to groups for the showing of special items. For instance, a display of U.S. dairy products by Dairy Society International was successful in promoting business relations between U.S. suppliers of dairy products and milk dispensing equipment and the Lebanese business community.

Another display of scientific and laboratory instruments by a U.S. combination export house, through its Lebanese agents, received excellent response and revealed interesting business potentialities.

The Foreign Trade Council of Westchester County, New York, recently organized a display of consumer items, particularly food and clothing, of its members at the Beirut Center. The exhibition attracted considerable interest on the part of local businessmen. All of these showings drew visitors from other parts of the Near East.

Any manufacturer or exporter not now represented in Lebanon who is interested in doing business there should communicate with the nearest Department of Commerce Field Office, or **write:** Office of International Trade Promotion, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230. Trade groups, associations, or combination export managers who wish to expand their representational facilities in the area also are invited to get in touch with one of the Commerce Department offices just mentioned.

SAMPLE DISPLAY CENTER at U.S. Embassy in Beirut exhibited products of 91 U.S. firms last year.

Sell harder, is advice on Kuwaiti market

Foreign competition is stiff; industrial projects offer potential

The concentrated Kuwaiti market continues to provide excellent sales opportunities to U.S. exporters. However, 15 years of oil wealth have resulted in a high degree of consumer sophistication. Foreign competitors know this and have been quick to make inroads on traditional U.S., as well as U.K., markets for consumer goods in Kuwait. In the future, therefore, U.S. firms will have to work harder for their orders.

Thanks to the boost from large American contracts to build a fertilizer plant and an oil refinery, U.S. sales to Kuwait reached a peak of $65.8 million in 1965 and are expected to exceed this level by some $20 million in the next two years. Hence, our continued position as a leading supplier to Kuwait is more and more dependent on orders for industrial and infrastructure projects, while the U.S. share of the consumer goods market is slipping. But U.S. exporters of consumer goods should still look toward Kuwait. In addition to traditionally popular U.S. goods such as air conditioners, refrigerators and vehicles, other high quality items continue in demand and new products meeting these criteria are welcome.

The best future opportunities should derive from government expenditures on development projects, industrial expansion and diversification. Public works projects totaling almost $700 million are under consideration, or in the initial stages of implementation. These range from massive electricity and water purification to small scale experimental agricultural projects, but almost all carry substantial import components for both goods and services. In this area too, European and Asian competition is becoming stiffer, and the cost factor is gaining in importance.

Industrial diversification provides a further avenue for increased sales. Legislation to encourage the development of new light industries—most of which will require the importation of raw materials as well as capital goods and technology—has been enacted, and in a number of instances, minority foreign participation is being sought. In such ventures, however, the choice of supply source is likely to depend in large measure upon the nationality of the foreign partner.

Foreign firms wishing to supply the Kuwaiti market must by law have a Kuwaiti agent. Firms interested in bidding on Government projects, except for those providing consulting services, must also have a prior arrangement with a Kuwaiti firm, as even the dissemination of tender documents is thus restricted.

Foreign investment sought to boost Jordanian economy

7-Year Plan calls for high levels of public and private spending

Economic progress is taking place in Jordan, slowly but noticeably. Although hindered by a scarcity of natural resources and a limited foreign exchange earning capacity, the country is making the best of its assets and the economy is beginning to respond.

A Seven Year Plan (1964-70), formulated by the Jordan Development Board, calls for increasingly high levels of public and private spending. Major increases in public investment for 1967 are for foreign-financed irrigation, railroad, road, telephone system and port projects.

In the agricultural area, production is being boosted by continuing work on irrigation on the east side of the Jordan River Valley, where a series of dams and a canal system (East Ghor project) will greatly increase arable acreage. Mining is another field in which major strides are being made. Recent discovery of additional phosphate resources is expected to raise its production, and exports of this commodity may reach 1½ million tons in 1967. Dead Sea potash should also substantially enhance Jordan's foreign exchange earnings. Although final financial arrangements are still under negotiation, the projection is made for annual potash production of one million tons.

Assisting Jordan's efforts toward economic development is a U.S. AID program. Private foreign participation in economic development also is being actively sought, as seen by recent legislation to attract foreign capital and technical know-how to new industries. Tourist-related industries and light industrial and agricultural processing ventures offer attractive opportunities in this field.

As Jordan moves forward toward economic diversification and growth, there will be a continuing need for such imported items as industrial, construction, and agricultural machinery and implements, vehicles, and hotel and restaurant equipment. These needs may offer sales opportunities to U.S. supplier who keep in mind the dominant factor of cost-consciousness.

Jordan's total imports amounted to $156.8 million in 1965. U.S. exports to Jordan—$19.5 million in 1965—should substantially exceed $25 million in 1966, reflecting wheat shipments under PL-480 necessitated by agricultural shortfalls.

TECHNICAL EDUCATION IN KUWAIT is expanding to meet the increased need for trained people in fast-developing nation. Best new export chances for U.S. firms will arise from government projects.

Machinery, vehicles, luxury items will sell in Saudi Arabia; technical, managerial aid sought

Oil revenues used to finance extensive development programs; plans include schools, hospitals, highways, port expansion

By MICHAEL DOWLING
Commercial Attache
U.S. Embassy, Jidda

Saudi businessmen are looking for someone who can sell them commercial popcorn poppers, paint batching machinery, helicopters, washing machines, submersible pumps, electrical switchgear, taxicabs, bulldozers, and dozens of other manufactured products. One enterprising Saudi merchant has even sold some skis here, thousands of miles from the nearest snow!

Saudi Arabia is a good market for U.S. exports. Here are some of the reasons why.

Saudi Arabia is one of the world's major oil producers. Oil revenues are used to finance an extensive development program which has been personally sparked by King Faisal since he came to the throne three years ago. The King's government is committed to the free enterprise system, and it channels development funds through the private portion of the economy. The result of this policy is the growth of a new, young middle class, made up of people who are interested in world trade and can afford to buy the world's products.

Furthermore, Saudi Arabia has customs duties which are among the lowest in the area (seldom more than 20% for most items), a free money market, no exchange controls, no system of import licensing, and one of the highest reserves-to-imports ratios in the world.

The 1966 figures are expected to show an 8% increase over 1965 in U.S. exports to Saudi Arabia, following the remarkable 44% rise of such exports in 1965 over 1964.

In a sense, Saudi Arabia is a new market. In an economy which only a few years ago was pastoral and agricultural, economic development is causing rapid changes in tastes and consumer patterns. There has been a remarkable boom in urban home construction during the past few months. As these new homes are completed many of their owners will be shopping for the first time for a wide range of appliances, fixtures, furniture, and other conveniences of modern life.

Countryside modernizes

You can see the changes outside the cities as well. The Al-Taiba Bedouins, who used to herd their camels across hundreds of miles of desert to the stock-markets in Riyadh, have found an easier way to get to market—the camels are hauled to Riyadh on shiny new trucks. They have also freed themselves of the need to trek for days from one water hole to another. Now, a small tribal group will set up a semi-permanent camp and haul water to their livestock in their own tanker truck!

Saudi business firms are evolving just as fast. Many established firms have branched off into new and different lines. One example would be a local firm in the garment trade that has set up a sideline in the construction business, but under its original name, *Lingerie Inc.*

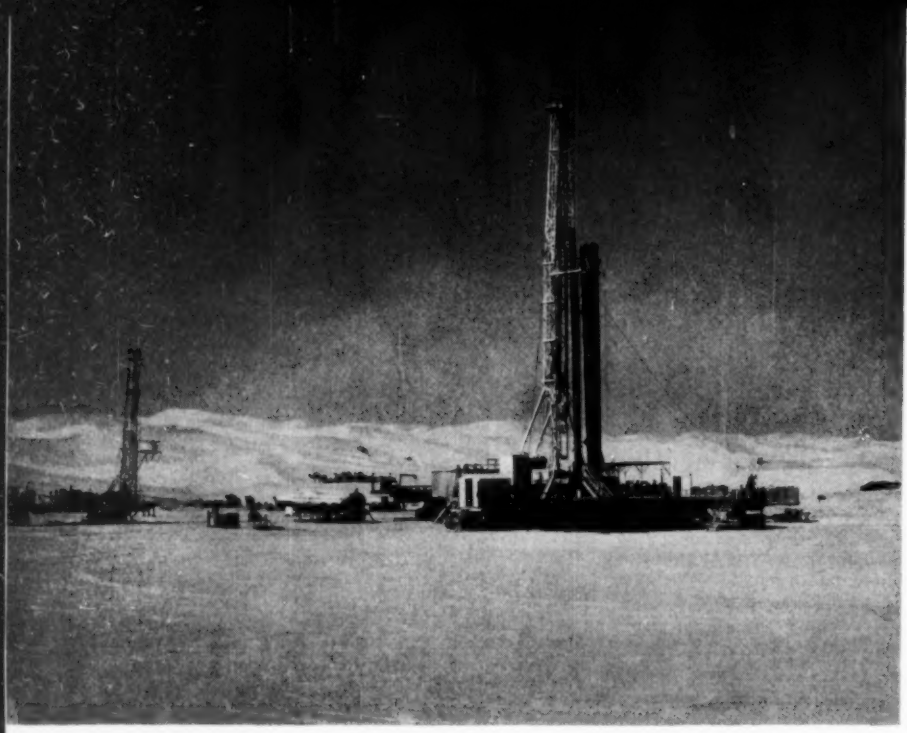
Brand consciousness

Saudis are brand conscious and brand loyal, so much so that a Saudi importer of lubricating oils recently had trouble selling lubricants of a type which sold successfully here for ten years—because the manufacturer redesigned his label! The lesson to be learned is that United States exporters who promote and establish their brands in this market can count on growing sales for many years to come. Although Saudis are also price conscious, and are buying increasing quantities of low priced goods from other manufacturing nations, U.S. goods have an unequaled reputation for quality here.

CEMENT PLANT AT HOFUF uses latest machinery. A construction boom is taking place in Saudi Arabia, with housing projects, schools, hospitals, airports, and highways planned for '67.

The Saudi government also has confidence in the ability of U.S. business and has contracted with U.S. firms for a variety of technical and managerial services. The showplace Dhahran International Airport is managed and serviced by a U.S. firm and so is the Saudi government airline. When the Ministry of Commerce wanted to study development possibilities in the light industrial field, it called in American consultants, the Arthur D. Little Company.

There are many opportunities for U.S. business in the government's various development programs. This year's budget, announced in October 1966, is $1.1 billion, 27% higher than last year's. $381.5 million was alloted for development projects, including school and hospital construction, $29 million port expansion, highways and airport construction, planning studies for a public housing program, and municipal projects. The design work is almost finished for what will be one of the world's largest desalting plants in Jidda, and the construction contract will be tendered soon. All of these should offer many opportunities to U.S. engineers, constructors, and suppliers of building materials and hardware. Three U.S. construction companies have already begun work here, and a fourth has just



OIL REVENUES PROVIDE FUNDS for Saudis to finance an ambitious development program, and there is still enough left over to pay for an expanding variety of luxury goods. Customs duties are relatively low.

signed a contract to build a petrochemical plant.

A big effort is being made to explore and evaluate the country's mineral resources. As this program develops it should create opportunities for U.S. companies in the mining and extraction industries. Exploratory studies are being made for the construction of a country-wide microwave network and communications satellite ground station. Work is now being completed on the last few miles of a hard surface highway stretching from Dhahran in the east to Jidda, on the west coast of the country. However, the country-wide highway net is less than half finished, and there are still many opportunities for American road builders and equipment suppliers.

Port expansion

A $29 million contract has just been signed for expanding port facilities in Jidda. Taken together with the new cross-country highway, improved port facilities will greatly increase Saudi Arabia's capacity to absorb needed imports from the U.S. and other trading nations.

Developments in the economy are not confined to government. The Saudi Arabian Monetary Agency has strengthened the commercial banking system and is trying to increase the rate of capital formation. One measure of the success of this effort is the fact that shares in a new petrochemical fertilizer project which were put on the market last year were three times oversubscribed. Saudi Arabia has abundant financial resources and is doing its utmost to use them wisely. It should not be difficult to attract local capital for sound projects involving U.S. firms.

What the Saudi entrepreneur needs from the United States is know-how and management assistance. Economic expansion in the country has outpaced technical and management resources, and an increasing number of Saudi firms, as well as the government, have been contracting with foreign firms for management and technical services. The management contracts for the Dhahran International Airport and the government airlines are examples of this, as is an agreement signed in December between a distributor of earthmoving equipment and a foreign company which will manage, staff, and service the equipment agency. A group of enterprising Saudi businessmen recently asked us for help in locating a U.S. firm which could operate a new supermarket for them.

In regard to consumer goods, tastes and consumer patterns are changing rapidly. There is a new demand for goods of greater variety and quality, such as fancy household linens, American style furniture and lighting fixtures, frozen foods, television sets, ready-made clothing, and household gadgets. Consumer sales on credit have become commonplace. This is partly because of the growing class of entrepreneurs and wage earners that can now buy the items mentioned above if installment credit is available, and partly because Saudi merchants are enabled to offer such credit by virtue of the more liberal import financing forthcoming from aggressive Italian, German, Japanese, British and Eastern European suppliers. American exporters will have to be equally active if we are to keep our majority share of the Saudi market.

The consumer market in Saudi Arabia is highly seasonal and still reflects the traditional patterns of Islamic life. It is a tradition to wear new clothes after the month-long Ramadan fast, to buy new household goods, and to celebrate the end of the fast with a series of family feasts. This gives rise to a shopping spree comparable to the pre-Christmas rush in the United States.

The annual pilgrimage to Mecca, which takes place approximately two months later and brings visitors from all over the Muslim world, is the high point of the selling season. Incidentally, one of the fastest selling items in the market at this time is umbrellas, which are used as sunshades.

During the summer months when many Saudis travel abroad, activity in the market drops and little new business is undertaken.

Saudi Arabia is also a promising market for the U.S. farmer. The U.S. Department of Agriculture predicts that sales of foodstuffs from the United States to Saudi Arabia will double between now and 1975. At the present time almost 60% of the rice shipments going through the port of Jidda come from the United States, and there is also a market for U.S. wheat, flour, and all kinds of prepared, frozen, and convenience foods.

Reporting centralized

Officers of the American Embassy in Jidda and the Consulate General in Dhahran are eager to help U.S. businessmen develop their sales in this growing market. Commercial reporting functions for the entire country have been centralized in the U.S. Embassy in Jidda, and a new commercial office has been opened in the business district of that city. American businessmen planning a sales trip to Saudi Arabia should contact the nearest Department of Commerce Field Office or write to the U.S. Embassy for assistance and advice. They are offered the use of the downtown office for appointments, and Embassy staff will help them to contact potential customers.

Iraq needs many imports for '67 of appliances, clothing, textiles; consulting services also sought

U.S. should increase trade promotion, hire local agents in effort to regain slipping share of Iraqi market

By WALTER M. McCLELLAND
Commercial Attache
U.S. Embassy, Baghdad

With the United States the leading supplier of Iraq in 1964 and 1965 and among the three leading suppliers in 1966, it is clear that American exporters have been doing well here. Greater efforts will be needed to maintain this position of leadership in 1967, however, as the U.S. share of the growing Iraqi market has been diminishing. For example, of total Iraqi imports of $413 million in 1964, the U.S. share was 14%. In 1965 the market was $450 million but the U.S. share was down to 11.8%. For the first four months of 1966—the latest statistics available at this writing—it was only 10%, while the leading West Germans and British held 12.6% and 12% shares respectively.

The lion's share of U.S. sales to Iraq in 1965 went to American exporters of heavy and light industrial machinery, electrical power equipment, agricultural and earth moving machinery, locomotives, motor vehicles, tires and tubes, pharmaceuticals, chemicals and household appliances.

U.S. sales to Iraq in 1966 continued along the pattern of 1965, with major exports including boilers, industrial and electrical machinery, automotive vehicles and parts, tires and tubes and chemicals and drugs.

The sales opportunity pattern for 1967 is varied. The Iraqi Directorate General of Imports and Exports has invited local agents of U.S. and other foreign firms to submit applications for 1967 import licenses for cotton, woolen, silk and nylon piece goods, all types of ready made clothing, air conditioners and coolers, refrigerators and the gamut of household electrical appliances. Other commodities to be imported this year include stoves, water heaters, sewing machines, chinaware, tableware, clocks and watches, fruit juices and alcoholic beverages.

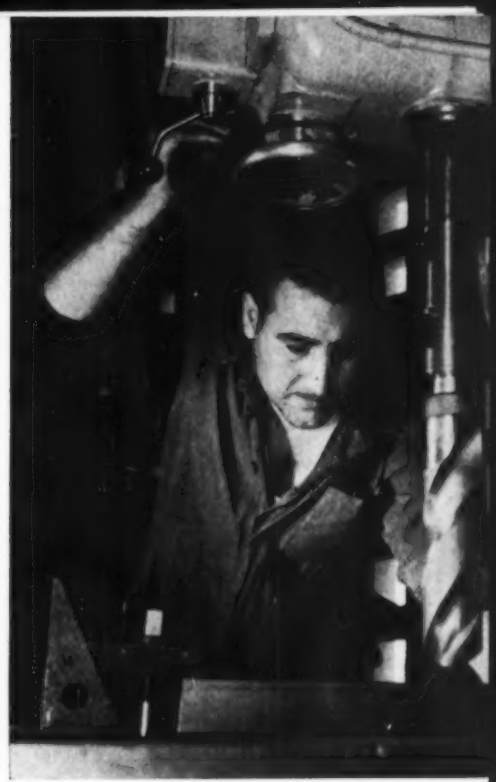
There are many other opportunities for American business in Iraq in 1967. Synthetic textiles, for example, are in increasing demand here. Enterprising American suppliers of specialty items should seek a larger share of the Iraqi market for imported textiles. In 1964 the U.S. share of the market for ready-made clothing was 4.3%. Active and imaginative promotion of American clothing, especially women's and children's would result in added sales, provided prices are competitive.

Expanded demand

As Iraqi government and private business institutions continue to modernize, the demand for photocopying, duplicating and office calculating machines will increase. In the field of consumer durables, a market currently exists for thousands of low-priced two-burner, table top gas stoves. Also, the demand for imported canned foodstuffs increases every day, although local protection of the government's Kerbala canning factory somewhat limits the expansion of this market.

There are also significant opportunities with the Ministry of Municipalities and Works for sale of electrical, water treatment and sewage equipment that have scarcely been tapped by American firms. U.S. suppliers of scientific instruments could undoubtedly better their 30% of the Iraqi market by paying more attention to small orders, appointing active Iraqi agents and generously supplying catalogs to the key departments of the Iraqi government.

U.S. trade with Iraq involves more than the exchange of goods. Engineering, design and management consulting firms are actively selling their services here and more opportunities develop each year with the execution of the Five Year Plan.



IRAQI WORKER AT DRILLPRESS reflects recent demand for both light and heavy industrial machinery, one of the country's chief imports from U.S. in 1965. Sales outlook for this year is varied.

Consulting contracts are often part of a package including construction and short term management of factories. For example, the Iraqi Ministry of Industry has recently shown serious interest in joint venture industrial projects with foreign participation, specifically including American companies. U.S. firms thus far have made offers to set up a truck and tractor assembly plant and a tire factory. The Ministry of Industry has sought the names of American companies which can construct and operate, for at least one year, fibreboard and starch factories in Iraq.

Oil revenues constitute 88% of Iraq's foreign exchange earnings and 70% of the government's revenue and hence finance most of the Iraqi market for foreign goods and services. Oil revenues totaled about $394 million in 1966. There was an interruption in exports of northern Iraq oil via the trans-Syrian pipeline (carrying about 60% of Iraq's oil exports in 1966) in December 1966 because of a Syrian dispute with the Iraq Petroleum Company. Exports continued from the Southern fields.

Foreign exchange and gold reserves as of Nov. 30, 1966, amounted to ID 89.6 million ($251 million). Planned Iraqi government expenditures for fiscal year 1966-67 (which ends Mar. 31, 1967) total $974.9 million, while anticipated revenues for the fiscal year from all sources total $953.1 million. Iraq's population of 8.2 million (1965 census) is increasing at a rate of 2% per year but its agricultural land, if fully exploited, could feed a population of 100 million people, UN experts estimate. Iraq's per capita income currently runs about $225, with an estimated GNP for 1966 of about $1.8 billion and an estimated growth rate in GNP of about 6.4%.

Iraq has been receiving outside assistance for its development program in the form of loans from the Export-Import Bank, PL 480 commodity agreements, the IBRD and the Soviet Union. Private organizations such as the Ford Foundation are also providing assistance in such areas as agricultural development, public administration and economic research.

U.S. private participation in Iraq's development is extensive. Major U.S. firms are presently at work completing a steam turbine power plant, a sulfur extraction complex, oil refinery expansion projects, and a sugar cane plantation. In telecommunications, U.S. firms are broadening Iraq's television system to cover the entire country and are designing a microwave network. American architectural firms are consultants for the new Universities of Baghdad and Mosul, the Institute of Scientific Research and Medical City complex in Baghdad, and the state Central Prison at Abu Ghraib. Another U.S. firm has a maintenance contract for the giant Derbendi Khan dam, originally constructed by a U.S. consortium, and still another firm will provide the engineering services for construction of the new Basra chemical fertilizer plant.

U.S. companies are currently bidding for such major development projects as the sulfur mining and distribution project, the Zafaraniya oil depot, a date-processing facility in Basra, a tender for supply of 24 locomotives for the Iraqi Railways, and the consulting engineering contract for the new Basra oil refinery.

Lack of promotion

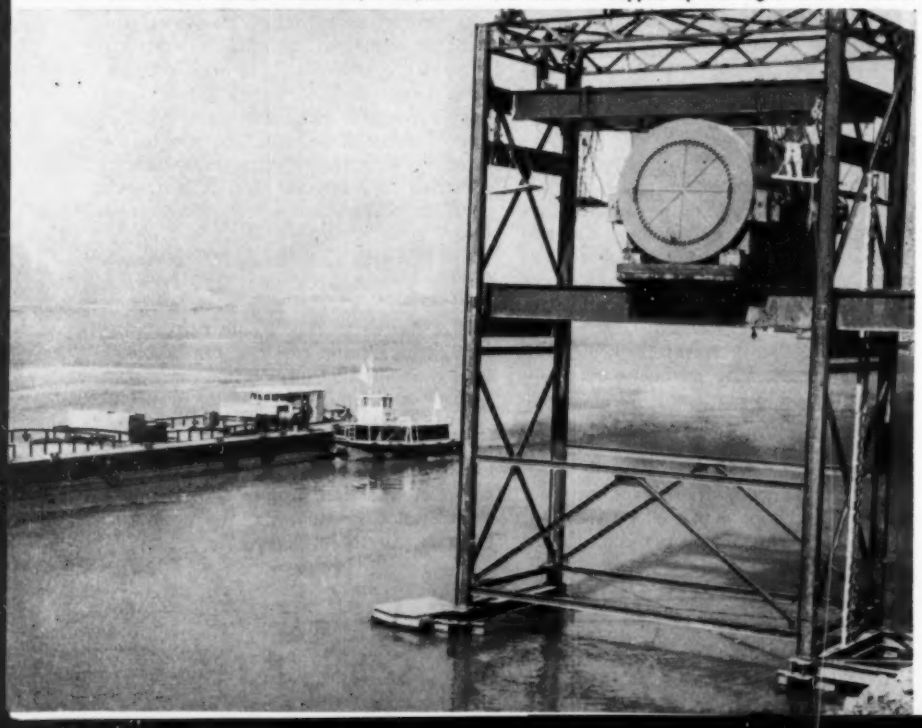
An obstacle to further increasing America's share of the Iraqi market has been a lack of trade promotion by many U.S. firms. Local traders complain that American companies think the Iraqi market is too small to tempt them. They say that American companies do not reply to letters, refuse to ship in small quantities, insist on letters of credit, and disregard tender conditions. Although the creditable U.S. sales record in Iraq in the last three years indicates careful attention to the Iraqi market by many American exporters, there is a certain amount of truth in these complaints.

A good local agent is especially valuable in promoting sales once a company has found a sales opening in Iraq. The agent is essential for negotiating the maze of regulations in Iraq's half-private, half-public trading environment. To utilize the services of a local agent effectively, companies must back him up by following tender and bank guarantee requirements faithfully. When this procedure is followed by visits from American representatives, companies benefit not only by keeping the local agent on his toes, but also by getting a more specific insight into the local market scene.

The Embassy's commercial section actively supports the activities of U.S. exporters in Iraq. In addition to submitting World Trade Directory reports and trade opportunities for publication in INTERNATIONAL COMMERCE, the section forwards to more than 1000 key Iraqi merchants and businessmen the Embassy's quarterly Commercial Newsletter, which advertises U.S. trade opportunities and other information developed locally and forwarded by the Department of Commerce.

The commercial attache's office door is always open to American businessmen. Do not hesitate to write, telephone or visit either the Embassy or the commercial library and office in the Munir Abbas Building, South Gate. When you come to Iraq, don't restrict your visit to a single day. The mills of commerce in the Near East often grind more slowly than in the United States and it takes more than a little time and sometimes additional visits to conduct business with Iraqi officials and merchants.

POWER FOR IRAQ'S INDUSTRY, a 67,500-kw. G.E. stator is shipped up the Tigris River to Basra.



Iraq sharply curtails registry of new importers

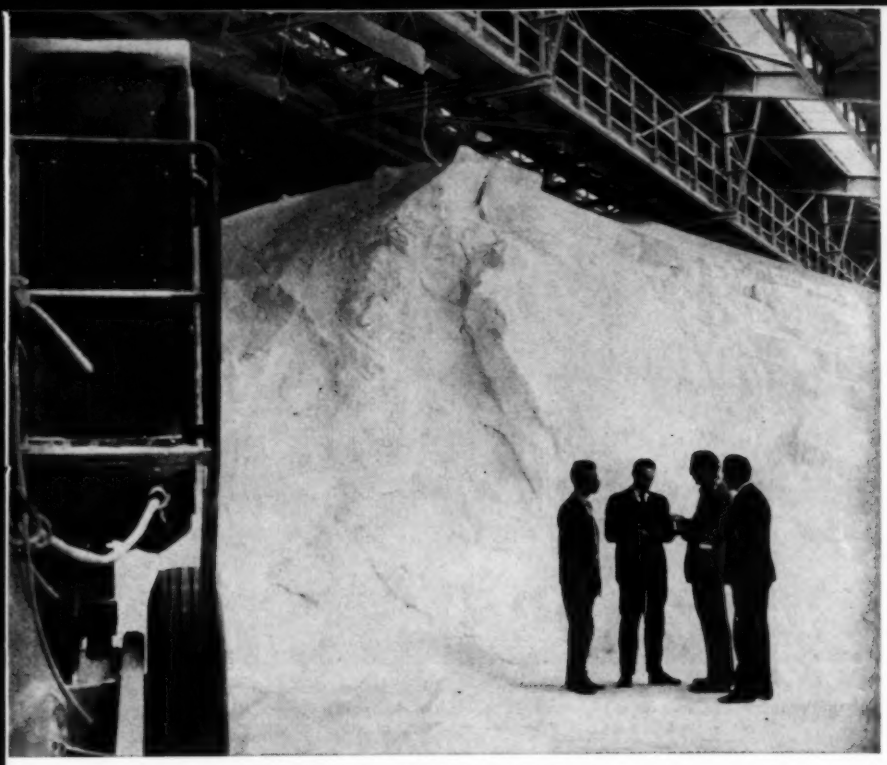
The Government of Iraq's Decree #1 for 1967, promulgated on January 1, took steps to limit the registration of new importers and to confine issuance of import permits to firms actively engaged in foreign trade.

New registration in 1967 is confined to firms specializing in imports of capital equipment, construction materials, and sanitary goods. Such firms cannot be registered unless they are capitalized at 25,000 Iraqi dinars ($70,000) or more, and formed by at least ten Iraqi shareholders who are members of local chambers of commerce and are not individually classified as importers.

This decree is substantially more restrictive than the 1966 rules which allowed registration of commercial firms if they were capitalized at 15,000 Iraqi dinars ($42,000) and when five of the company's partners were members of any chamber of commerce.

The decree specifically prohibits new registration of individual importers. It also provides for the cancellation of import license where the recipient has not actually engaged in the business of importation for the past two years.

Individual import quotas allocated to persons or firms will not be divisible or transferable.



ESTABLISHMENT OF PETROCHEMICAL and steel industries in Iran will be a major source of economic activity, both immediate and future. Above, a unit of the Iran Fertilizer Co., near Marvdascht.

NEAR EAST MARKETS TODAY

Expansion and diversification of industry in Iran spurs need for many new goods, services

Short- and long-term economic potential in construction of steel mill, petrochemical complexes, related industries

By JOHN K. HAGEMANN

Commercial Attache
U.S. Embassy, Tehran

The rapid expansion and diversification of industry in Iran—much of it financed by increasing oil revenues—should be closely followed by U.S. firms.

Establishment of iron and steel and petrochemical complexes, along with the growth of their related industries, will require many new goods and services. Coupled with the expansion of existing industries, such as pharmaceuticals and food processing, they will create a growing market for equipment, machinery, engineering services, and, in some instances, raw materials.

Of great short- and long-term potential for the economy of Iran is the construction of a steel mill near Isfahan by the Russians in exchange for natural gas. The cost of the whole complex—integrated mill, coal and iron ore mining, processing facilities, railroads for coal and ore transportation and the more than 1,000 miles of gas pipeline with pumping stations—may eventually run to $1 billion over the years. It will constitute a tremendous injection of economic adrenalin, even in the initial stage, to which may be added the impact of numerous support industries growing out of all these activities. In conjunction with the mill must come all kinds of ancillary industries using, in one way or another, the products of the steel mill. Much of the equipment necessary to establish these industries will have to be imported.

Petrochemicals burgeoning

Second only to the steel mill as a source of immediate and future economic activity is the burgeoning petrochemical industry. Already three U.S. companies are completing or have completed negotiations with Iranian partners for establishment of three petrochemical operations to produce sulfur, ammonia, urea, polyvinyl chloride, detergents, caustic soda and liquefied petroleum gas, to be followed in subsequent stages by methanol, melamine, polyethylene and caprolactam.

Again, as with the steel mill, considerable room exists for ancillary industries to convert petrochemical raw materials into finished consumer or industrial goods. There is a major difference between the two, however. Steel and ancillary industries will largely produce import-substituting products whereas petrochemical production will be mainly for export, at least until the economy develops sufficiently to absorb more products than it can at present. To the degree that Iranian petrochemicals can compete successfully in the world market they will earn valuable foreign exchange.

Petroleum negotiations

As for other products derived from petroleum, studies and negotiations already are going on with regard to carbon black, tetraethyl lead, synthetic rubber, aromatics and nylon. There is still room for ventures to produce numerous other products, however, and U.S. firms would do well to keep abreast of Iranian developments in petrochemicals.

Sale of U.S. pharmaceutical products in Iran continues to be brisk; however, the drug market in Iran is in transition from reliance on imports to local manufacture. A few American-affiliated firms already are manufacturing locally and several others are in various stages of factory construction. This has been brought about by the deliberate official encouragement of foreign firms to enter into local production. As products are locally made, their importation is banned.

As a number of foreign pharmaceutical companies are now producing in Iran, or are planning to do so, possibilities for new joint enterprises in this

field are limited. The best remaining sales prospects are for newly developed products or those for which the manufacturing process is too complex or unit cost too high for the relatively small output required in Iran.

Food industry developing

The food processing and packaging industry in Iran is still in its infancy. While Iranian fruits and vegetables require some upgrading as to strains, better cultivation methods, and more fertilization and spraying, an adequate supply is already available for a food processing industry.

Although a number of processing and packaging plants exist throughout the country, they suffer from a lack of expertise as well as an inadequate distribution system. An example is citrus fruits. As a result of improper packaging and handling, a large proportion of such fruits reach the Tehran market unfit for human consumption and much of the rest is substandard due to bruising. The remaining fruit must bear the cost of the whole shipment, hence it is high priced and available only to the more affluent consumer.

A much greater awareness of the industry's problems and potential now exists in Iran, as a result of a visit last spring of a Department of Commerce Trade Mission which included two members knowledgeable in food processing and packaging. While some business is believed to have been generated by the visit of the mission, plenty of opportunities still exist. Not only does Iran itself represent a large and growing market, but opportunities also exist in exports to the sheikdoms on the Persian Gulf, already a rapidly developing market.

A development project promising future sales of U.S. equipment is that involving Jiroft, a large but still sparsely cultivated area just south of Sabzavaran in Southern Iran. Covering thousands of hectares of productive land in a generally arid region, the project calls for an integrated agricultural industrialization of the area. Cultivation will be laid out in a way to enable immediate transportation of the products to a nearby industrial complex for processing and packaging.

A U.S. firm is now conducting a ground water survey to serve as a basis for a complete economic plan of the area. While the economic study of this project will not be finished for another year or more. the Jiroft area should provide a good market later on for agricultural machinery and food processing equipment.

All kinds of agricultural machinery will be needed to develop and carry on agriculture in the Jiroft area. But there are also more immediate needs to be met. For example, the Prime Minister just recently inaugurated the new water distribution network fed by the Shah Esmail (Golpayegan) Dam near Isfahan. Watered by this new irrigation system, vast new farmlands will now go under the plow and in the process new agricultural machinery will be needed. Numerous other dams and irrigation systems are either just coming into operation, are under construction, or are in planning stages.

IRANIAN TAX RECEIPTS are fed into computer by (l. to r.) L. C. Lesher, manager of IBM Tehran, Commercial attache Hagemann, and Hossein Kia and Ali Nowtsch of the Iranian Finance Ministry.

Industrial parks

The Government continues to be concerned about the concentration of business, industry and population in Tehran. In addition to eliminating tax holidays for new manufacturing plants in greater Tehran and outright banning of certain industries from the city, the authorities have taken other measures to decentralize industry. For example, two new industrial parks are being established, one in Ahwaz, a city which already can boast of two rolling mills, and the other in Tabriz. The Ahwaz Park has reached the stage of actively trying to attract producers, offering not only utilities but also support facilities such as a well-equipped machine shop both to train people and to service occupants of the park with repairs or custom work. Joint ventures are most welcome. The Tabriz park is in the planning stage and will be much bigger than the Ahwaz park both in total area and in size of individual plots to be offered prospective occupants.

While Tabriz is not yet industrially important, construction of a large machine tool factory by the Czechs, across the railroad tracks from the industrial park, will form an industrial nucleus of some significance which could well draw in ancillary enterprises. Tabriz is the capital of an important agricultural region and, when the harvest is good, as it was this season, there is a great deal of purchasing power for acquisition of consumer goods and agricultural machinery such as tractors and combines.

The area around Tabriz is rich in fruits and vegetables which could support processing and packaging plants. One of the two existing plants in the area has recently become a successful operation as the result of the work of an International Executive Service Corps volunteer. However, there is room for more equipment in the area. For example, large quantities of apricots and raisins are produced but are not handled by modern methods. The value of these crops can be enhanced by fumigation and better cooling and storage treatment together with modern packaging.

Stiff competition

While the opportunities are in Iran, so is the competition. European and Japanese suppliers are well ensconced and diligent in protecting and expanding their markets in this price-conscious country. On the other hand, U.S. firms

are busier at home and do not always pay sufficient attention to the Iranian market. This is regrettable since large numbers of Iranians fully appreciate U.S. quality and shorter delivery times but succumb to the lower price when the difference is too great.

Only recently, equipment for expanding several cement plants has come from Europe because the price was better. In one instance the original equipment was American and highly satisfactory, but the board of directors nevertheless chose a cheaper European kiln for the expansion.

Favorable terms

A second factor seriously affecting U.S. sales to Iran is the growing demand on the part of the Iranian purchaser for a package deal with favorable financing. Americans are expected to provide terms comparable to, if not more favorable than those offered by their European and Japanese competitors.

An alternative to the outright sale of capital goods is the establishment of a joint venture between a U.S. firm which furnishes the equipment for the enterprise and an Iranian entity which supplies land, buildings and working capital. The investment climate of Iran is better today than ever before. Economic conditions are favorable, there is political stability, a readily trainable labor force is at hand, local financing is adequate, the Government is willing to license well-thought-out industrial projects, and many raw materials are locally available.

In addition, the country's railroads are adequate, its road network is being constantly improved and expanded, and its telecommunications systems are being extended. As new dams are completed, the electricity supply will grow and, in many areas, natural gas for energy and raw material will be increasingly plentiful. Even though the present law for the attraction and protection of foreign investment appears to be a good one, the total volume of foreign investment actually materializing has been disappointing and the authorities are actively exploring ways of making such investments more attractive and of stepping up publicity about such opportunities in Iran. It is authoritatively stated that proposed changes in the income tax law will not adversely affect the climate for foreign investment in Iran, and that the policy of nondiscriminatory treatment of foreign enterprises will be continued.

The Iranian market can be profitable for those U.S. suppliers and investors who are willing to give it the serious attention and effort it deserves.

NEAR EAST MARKETS TODAY

Gulf States offer new markets for U.S. goods, services

Oil revenues generate higher per capita incomes, rising demand

In the oil producing Persian (Arabian) Gulf States of Bahrain, Qatar, Abu Dhabi and Dubai, new markets for U.S. goods and services can be cultivated. Oil revenues, coupled with public spending, are generating higher per capita incomes and rising demand. These four states are in various stages of economic development, but all are limited by two factors: small populations and an absence of natural resources aside from oil.

Bahrain oil production

Bahrain, an island state in the mid-Gulf, has been producing oil since the 1940's. Basic infrastructure projects have been completed, and the inhabitants of the state receive extensive welfare programs. Consequently, Bahrain and the neighboring peninsula state of Qatar, also an oil producer, are now seeking to broaden their economic base. In the former, particularly, various incentives are being offered local and foreign investors to establish new industrial enterprises. A joint European-Bahraini shrimping venture is already operating, and it is hoped that light assembly and agricultural processing establishments will also be forthcoming.

Along the western side of the lower Gulf the Trucial States are also experiencing oil-generated activity. In only two of the seven states, Abu Dhabi and Dubai, has oil yet been discovered. Abu Dhabi, potentially one of the area's rich petroleum producers, has commissioned large scale development planning, but is proceeding very slowly with implementation. Dubai is more commercially oriented. It already possesses a nucleus of traders, and a branch of the First National City Bank of New York. It aspires to function as an entrepot for neighboring states, and to this end undertook a number of construction projects even before the discovery of oil.

Rising expectations

The other Trucial States—Sharjah, Ajman, Umm al-Qaiwain, Fujairah and Ras-al-Kaimah—despite their "have not" status are also experiencing rising expectations as portions of their populations enter a monetized economy. Development in these states, however, is dependent on external aid and the possibility of oil discovery.

Throughout the area opportunities for participation by U.S. companies in development projects is circumscribed by traditional reliance on British sources. Therefore, consumer goods provide the chief basis for an expansion of U.S. sales. Rising demand is most characteristic of Abu Dhabi and Dubai, where U.S. products enjoy high prestige, but is becoming manifest elsewhere as well. Potential U.S. suppliers, however, should be prepared to face intense European and Asian competition.

Competitive disadvantage

A serious competitive disadvantage for U.S. firms wishing to do business with the Gulf States is a general lack of first-hand knowledge of the area. For travel to Bahrain or Qatar, a businessman representing a well-known supplier or bank may be issued a visa by a British consul, without referral to the ruler of the State. The consul normally requires a letter from the businessman's firm indicating that the visit is to be for business purposes and evidence that accommodations have been arranged. As a rule, businessmen planning travel to a Trucial State should apply to a British consular office 6 to 8 weeks in advance to allow time for the application to be forwarded to the ruler for approval. If, however, the businessman has previously obtained from the ruler a "no objection certificate," the visa will be issued without delay.

New rolling mill

An agreement for a second steel rolling mill has been signed by the Iran Nevard Company Ltd., a joint venture between Philipp Brothers Co. of New York and German and Iranian interests. Construction of the mill, which will have an annual capacity of 85,000 tons of rolled products, is scheduled to begin immediately at the company's facilities in Ahwaz. Upon completion of the second rolling mill, the annual production of the plant will be boosted to 150,000 tons of light steel products.

Principal U.S. exports to Near East by commodity

(In thousands of dollars)

Exports (with Standard Industrial Trade classification number)	1964[2]	1965	Jan.-Sept. 1966	Major customers (1966)
Total	1,069,623	1,073,458	884,135	
Meat, fresh, chilled or frozen, 011	12,115	11,749	3,550	Israel, Saudi Arabia
Milk and cream, 022	4,432	9,792	3,788	Turkey, Iran
Wheat, including meslin, 041	123,876	103,566	97,381	United Arab Republic, Turkey
Rice, 042	14,059	18,461	11,479	Saudi Arabia, Turkey
Corn (maize), 044	34,680	19,124	9,919	Israel, Lebanon
Cereal grains, unmilled, 045	6,310	9,953	12,768	Israel
Wheat flour, meal and groats, 046	84,590	37,492	38,242	United Arab Republic, Jordan
Tobacco, unmanufactured, 121	11,160	12,467	9,445	United Arab Republic
Tobacco, manufactures, 122	14,287	13,402	9,761	Kuwait, Lebanon
Cigarettes, 122.2	13,663	12,618	8,914	Kuwait, Lebanon
Hides and skins, undressed, 211	3,045	3,480	3,478	Turkey, Israel
Oilseeds, nuts and kernels, 221	21,298	22,569	17,156	Israel
Rubber, crude, including synthetic, 231	5,087	6,377	4,923	Turkey, Iran, Israel
Petroleum and petroleum products, 33	19,810	18,262	13,101	Turkey, Saudi Arabia, U.A.R.
Lubricating oils and greases, 332.5	(3)	14,705	10,627	Turkey, Saudi Arabia, U.A.R.
Animal oils and fats, 41	17,570	12,493	12,129	U.A.R., Turkey
Vegetable oils and fats, 42	36,109	28,504	25,123	U.A.R., Iran, Turkey
Chemical elements and compounds, 51	7,120	15,421	12,455	U.A.R., Israel, Turkey
Medicinal and pharmaceutical products, 54	14,984	16,749	13,989	Iran, Iraq, Saudi Arabia
Resins, synthetic plastic materials, 58	7,287	7,983	6,462	Turkey, Iran
Chemical products and materials, n.e.c.[4], 59	18,989	12,736	16,429	U.A.R., Turkey
Rubber articles, n.e.c.[4], 629	13,767	9,718	9,018	Iraq, Saudi Arabia, Lebanon
Rubber tires and tubes, 629.1	10,385	8,697	8,299	Iraq, Saudi Arabia, Lebanon
Paper, paperboard and manufactures, 64	12,686	13,631	9,545	Israel, Iran, Turkey
Iron and steel, 67	26,303	22,979	15,890	Turkey, Iran, Kuwait
Power generating machinery, 711	29,406	42,215	30,739	Iran, Turkey, Saudi Arabia
Agricultural machines and appliances, 712	26,407	31,145	23,969	Iran, Saudi Arabia, Turkey
Tractors, excluding road and industrial, 712.5	(3)	24,047	19,633	Iran, Saudi Arabia
Office machines and parts, 714	6,411	3,983	3,327	Israel, Turkey
Metalworking machinery, 715	6,773	6,191	3,805	Turkey, U.A.R.
Textile and leather machinery, 717	3,901	2,994	5,665	Syria, Turkey
Machines for special industries, 718	29,476	47,595	38,162	Turkey, Iran
Construction and mining machinery, 718.4	(3)	38,092	32,449	Turkey, Iran, Saudi Arabia
Machinery, appliances and parts, n.e.c.[4], 719	87,177	95,714	90,809	Iran, Kuwait, Turkey
Heating and cooling equipment, 719.1	(3)	24,751	25,439	Kuwait, Iran, Saudi Arabia
Electric power machinery, 722	20,796	27,587	19,242	Turkey, Iran
Electricity distribution equipment, 723	3,844	2,031	1,763	Turkey, Saudi Arabia
Telecommunications equipment, 724	11,863	16,919	11,915	Saudi Arabia, Israel, Turkey
Electric equipment and appliances, 725	11,793	10,531	10,547	Lebanon, Iraq
Electrical machinery and appliances, n.e.c.[4], 729	14,850	19,665	14,969	Israel, Turkey, Iran
Railway vehicles and parts, 731	12,076	12,335	1,818	Iran, Saudi Arabia
Road motor vehicles and parts, 732	109,528	115,145	98,343	Iran, Turkey, Saudi Arabia
Aircraft and parts, 734	1,508	25,331	15,624	Iran, Lebanon, Saudi Arabia
Scientific instruments and apparatus, 861	11,526	13,035	10,947	Israel, Turkey, Iran
All other exports including reexports	172,274	174,134	146,460	

[1] Excludes special category exports.
[2] Figures for 1964 are not comparable with later figures due to the inclusion of certain special category exports beginning in 1965.
[3] Comparable statistics not available due to reclassification in 1965.
[4] Not elsewhere classified.
Source: Bureau of the Census reports, U.S. Department of Commerce.

Business travelers to Near East can get information in offices here and abroad

Foreign Government representation at consular offices in U.S., our foreign service posts abroad offer commercial services

U.S. businessmen who seek commercial and travel information on the countries of the Near East may communicate with embassies and consular offices in both the U.S. and abroad.

For travel to Cyprus, Israel, or Turkey, no visa is required. For travel to the other Near Eastern countries, visas are issued by foreign embassies and consular offices in the United States. Most of these offices, by country, are listed below:

Abu Dhabi, Aden, Bahrain, Dubai, Qatar, and other Trucial States: British Embassy, 3100 Massachusetts Ave. NW., Washington, D.C. Consulates General in Atlanta, 240 Peachtree St.; Boston, Room 2303, John Hancock Bldg.; Chicago, 200 South Michigan Ave.; Cleveland, 1828 Illuminating Bldg., 55 Public Square; Denver, 607 Colorado Bldg., 1615 California St.; Detroit, 1008 Detroit Bank & Trust Bldg., 211 Fort St. West; Honolulu, Room 1202, First National Bank Bldg., 165 South King St.; Houston, 1005 World Trade Center, 1520 Texas Ave.; Los Angeles, 3324 Wilshire Blvd.; Miami, 932 Ingraham Bldg., 25 Southeast Second Ave.; New Orleans, Suite 1501, 225 Baronne St.; New York City, 845 Third Ave.; Philadelphia, 12 South 12th St.; San Francisco, 160 Sansome St.; Seattle, 1216 Norton Bldg., Second Ave. and Columbia St.; St. Louis, Shell Bldg., 1221 Locust St.

Cyprus: Embassy, 2211 R St. NW., Washington, D.C. Consulate General in New York, 165 E. 72nd St.

Iran: Embassy, 3005 Massachusetts Ave. NW., Washington, D.C. Consulates General in New York, 630 Fifth Ave.; and San Francisco, 3400 Washington St.

Iraq: Embassy, 1801 P St. NW., Washington, D.C. Consulates General in New York City, 630 Fifth Ave.; and San Francisco, 3400 Washington St.

Israel: Embassy, 1621 22nd St. NW., Washington, D.C. Consular offices in Chicago, 936 N. Michigan Ave.; Los Angeles, 659 S. Highland Ave.; Philadelphia, 225 S. 15th St.; New York, 11 E. 70th St.; San Francisco, Room 1005, Pacific Bldg., 105 Montgomery St.; Atlanta, 805 Peachtree St. NE.; Boston, 144 Commonwealth Ave.; Houston, 1520 Texas Ave.

Jordan: Embassy, 2319 Wyoming Ave. NW., Washington, D.C. Consular offices in Chicago, 612 N. Michigan Ave.; Detroit, 2432 Guardian Bldg., Houston, 108 Main St.; Los Angeles, Suite 710, 6331 Hollywood Blvd.; New York, 866 United Nations Plaza; and San Francisco, 646 Van Ness Ave.

Kuwait: Embassy, 2940 Tilden St. NW., Washington, D.C., Consulate General, 50 Rockefeller Center, New York, N.Y.

Lebanon: Embassy, Suite 400-A, Sheraton Park Hotel, Washington, D.C. Consular offices in Detroit, 1900 Penobscot Bldg.; and New York, 9 E. 76th St.

Saudi Arabia: Embassy, 2233 Wisconsin Ave. NW., Washington, D.C. Consulate, 866 United Nations Plaza, New York, N.Y.

Syrian Arab Republic: Embassy, 2144 Wyoming Ave. NW., Washington, D.C. Consulate General, 527 Madison Ave., New York, N.Y.

Turkey: Embassy, 1606 23rd St. NW., Washington, D.C. Consulates General in Chicago, 53 W. Jackson Blvd.; and New York, 50 Rockefeller Plaza.

United Arab Republic: Embassy, 2310 Decatur Pl. NW., Washington, D.C. Consulates General in Chicago, 257 East Delaware Place; New York City, 902 Park Ave.; and San Francisco, 3006 Pacific Ave.

Yemen: Embassy, 1875 Connecticut Ave. NW., Washington, D.C.

U.S. foreign service posts—embassies (E) or consulates general (CG)—in the Near Eastern countries, their addresses, and officers performing commercial services, are as follows:

Aden: Aden (CG), Steamer Point; Vice Consul, Allen W. Otto.

Cyprus: Nicosia (E), Therissos and Dositheos Sts.; Second Secretary, Barrington King, Jr.

Iran: Tehran (E), 260 Ave. Takhi, Jamshid; Commercial Attache, John K. Hagemann.

Iraq: Baghdad (E), Mansour St.; Commercial Attache, Walter M. McClelland; commercial office, Munir Abbas Bldg., 3d floor, South Gate.

Israel: Tel Aviv (E), 71 Hayarkon St.; Commercial Attache, Chester E. Norris, Jr.

Jordan: Amman (E), Jabel Luwaibdeh; Second Secretary, John W. Stahlman.

Kuwait: Kuwait (E), opposite the new Hilton Hotel; Second Secretary, James A. Placke.

Lebanon: Beirut (E), Corniche at Rue Ain Mreisseh; Commercial Attache, Donald C. Ide.

Saudi Arabia: Jidda (E), Palestine Road, Ruwais; Commercial Attache, Michael Dowling; commercial office, Suite 60, Sharbatly Bldg., Qabel St. Dhahran (CG), off Airport Road; Consul, Phillip J. Griffin.

Syrian Arab Republic: Damascus (E), Chare Al-Mansour, Abu Rummanih: First Secretary, Norman K. Pratt. Aleppo (CG), Sebil Quarter; Consul, Coradino E. Gatti.

Turkey: Ankara (E), 110 Ataturk Blvd.; Commercial Attache, Arthur C. Lillig. Istanbul (CG), 147 Mesrutiyet Caddesi; Commercial Officer, William Dawson.

United Arab Republic: Cairo (E), 5 Sharia Latin America; Commercial Attache, Eugene H. Bird. Alexandria (CG), 2 Ave. El Horreya; Consul, John M. Bowie.

Yemen: Sanaa (E), no street address: Third Secretary, James N. Fernald.

BUSINESS TRAVELERS find modern accommodations throughout Near East. Below, new hotel in Jordan.

Commercial Attaches, Commerce staff members write articles

This special section has been prepared with the cooperation of U.S. Commercial Attaches in the Near East, desk officers of the Department of Commerce's Office of International Regional Economics, and commodity and industry specialists from Commerce's Business and Defense Services Adminstration. Brief biographies of the contributors follow:

D. A. Kearns-Preston joined the Department of Commerce in 1943 after three years of teaching in India. He was Chief of the Southern Asia Section and Deputy Director of the Far Eastern Division, Bureau of International Commerce, before becoming Director of the Near East-South Asia Division in 1961. He has traveled to the Near East, South Asia and Far East a number of times on government business, including membership on delegations to various meetings of the Economic Commission for Asia and the Far East.

KEARNS-PRESTON

Arthur C. Lillig has been Commercial Attache at the U.S. Embassy in Ankara since 1963. A graduate of the University of Washington, he served three years with the Immigration and Naturalization Service before joining the foreign service. Prior to his present assignment he has been Vice Consul in Warsaw, Munich, Singapore, Kuala Lumpur; Consul in Glasgow; and Commercial Attache in Lagos.

LILLIG

Eugene H. Bird, U.S. Commercial Attache in Cairo, holds degrees from the University of Oregon. He has also attended the University of Stockholm and the Foreign Service Institute field schools in Nice and Beirut. Since joining the Department of State in 1952, he has served as Vice Consul in Jerusalem, Consul in Dhahran and Second Secretary and Commercial Attache in Cairo.

BIRD

Joe Lill joined the foreign service in 1954 and served as Commercial Attache in Baghdad following assignments in Palermo, Rome, Jerusalem and Beirut. A graduate of Kansas University, he has completed Arabic language and economic courses of the Foreign Service Institute and is presently assigned to the Near East-South Asia Division of the Commerce Dept.

LILL

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McCLELLAND

Prior to joining the Power and Electrical Equipment Division of the Department of Commerce's Business and Defense Services Administration in 1965, **Robert W. Summers** spent 14 years marketing electrical and mechanical power equipment for one of the large U.S. manufacturers. He is a graduate of the Indiana University School of Business Administration.

SUMMERS

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HAGEMANN

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DOWLING

Roger D. Severance, Office of Regional Economics Desk Officer for Iran, is the author of *Iran: a Market for U.S. Products,* a market analysis published last year. A graduate of Cornell University, he was in the export-import business before joining the Department of Commerce in 1962.

SEVERANCE

Donald C. Ide has been First Secretary and Commercial Attache at the U.S. Embassy, Beirut, since September, 1965. He previously served as Commercial Officer and Consul in Calcutta. A graduate of the University of Washington, he worked for an export-import company and a chemical company before entering government service.

IDE

Helen D. Grayson, desk officer for Cyprus, Kuwait, Jordan and Syria, joined the U.S. Department of Commerce's Near East-South Asia Division in the Office of International Regional Economics in 1965. She holds degrees from the College of New Rochelle and Georgetown University School of Foreign Service. From 1957 to 1960 she was a foreign service officer assigned to Washington, D.C., and the U.S. Embassy in Paris.

GRAYSON

Konstantine L. Kollar, Director of the Water Industries and Engineering Services Division, Business and Defense Services Administration, received his civil engineering degree from City College, New York, and his master's degree in sanitary engineering from Johns-Hopkins University. He is a licensed professional engineer. Prior to joining the Department of Commerce, he spent 14 years with AID, ten of those years in Mexico, Ecuador and Venezuela designing and constructing water supply systems.

KOLLAR

Philip J. Schneider, a commodity specialist with the Business and Defense Services Administration, attended the American University. After worldwide service in the Navy, he joined the U.S. Department of Labor as a statistical analyst. Since coming to the Department of Commerce he has specialized in the problems of the commercial and institutional food service equipment industry. He has authored an intensive study on new markets for these products in Western Europe and Japan.

SCHNEIDER

Mario J. Molinari, commodity industry specialist in the Department of Commerce's Business and Defense Services Administration, has degrees in history and government from Boston College, and history from Boston University. He has been with the Department of Commerce since 1960 and has served as trade development officer on the Industrial and Automation Trade Mission to Italy in 1962. He was previously with the Department of Defense for eight years. Mr. Molinari was one of the principal officers of the Secretariat responsible for the U.S. Seminar on Communication Satellite Earth Station Technology held in May 1966.

MOLINARI

David E. Westley, Chief of the Near East Section, Office of International Regional Economics, has been with the Bureau of International Commerce since 1951. He served as Commercial Officer in Karachi in 1956-58 and was director of the Commerce Department's Investment Development Mission to Pakistan in 1961 and Industrial and Agricultural Development Mission to Iran and Afghanistan last year. He attended Duke and Columbia Universities.

WESTLEY

William M. Dawson, a graduate of the University of Pennsylvania, is presently U.S. Consul in Istanbul. He was previously assigned to the U.S. Embassy in London, from 1960 to 1965, serving as Commercial Officer, Assistant Commercial Attache and Second Secretary. Before entering the foreign service, Mr. Dawson worked as a field director for a national trade policy committee and as manager of a Chamber of Commerce world trade department.

DAWSON

Edward T. Barrett, an industry specialist in the General Industrial Equipment and Components Division of the Department of Commerce's Business and Defense Services Administration since 1963, has concentrated in international trade promotion. Prior to working for the government, he was a sales representative with a stainless and alloy steel foundry company. He was educated at Harvard University and the American University.

BARRETT

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AYRES

Gordon W. Schmidt, commodity industry analyst in the Chemicals and Allied Products Division, Business and Defense Services Administration, was graduated from Oklahoma State University with a degree in agronomy. Prior to his employment in 1965 with the U.S. Department of Commerce, he served on active duty with the U.S. Army Corps of Engineers for two years and subsequently held positions as soil scientist and industrial specialist in the U.S. Department of Agriculture.

SCHMIDT

Chester E. Norris, Jr., has been serving as Commercial Attache at the U.S. Embassy in Tel Aviv since January 1966. Prior to that he was detailed to the Department of Commerce for six months. A graduate of the University of Maine, he spent 12 years as president and manager of an automotive sales and service company in Bangor, Me., and a year as president of a general contracting company in Indian River, Fla., before entering government service.

NORRIS

Israel proposes special grants to approved investments

The Israeli Government has proposed that approved investments be given a grant equivalent to 20% of the amount invested in equipment, plus 10% of the amount invested in construction.

In cases where the site is in one of the priority areas such as in Galilee or the Negev, the grants would be in the larger amounts of 33% of the amount invested in equipment and 20% of the amount invested in construction.

The period of tax exemption for new undertakings would continue to apply for five years, as at present, and would be in addition to profits derived from Government loans, which at present are not exempt from taxes even during the initial five-year period.

Exemptions from property taxes and customs duties are being similarly extended; and the purchase tax exemption, which currently applies only to purchases made with foreign currency, also would be extended to cover purchases made with Israeli currency.

Selling in countries

Country	Population (millions)	GNP ($ billions)	Reserves ($ millions)		Total imports 1965 ($ millions)	Principal imports from the U.S.
			Gold	Foreign exchange		
Cyprus	0.6	0.4	—	91.0 Oct. 1966	144	Foodstuffs, tobacco, construction machinery, other machinery, miscellaneous manufactured goods.
Iran	25.8	5.1	131.0	109.0 Nov. 1966	860	Wheat, motor vehicles, vegetable oils, power generating equipment, aircraft, machinery for specialized industries, agricultural machinery, pharmaceuticals, construction equipment.
Iraq	8.2	1.9	121.8	129.2 Nov. 1966	451	Earthmoving machinery, household appliances, electric power machinery, motor vehicles, tires, drugs.
Israel	2.6	3.7	45.9	533.0 Nov. 1966	835	Electrical machinery, transport equipment, foodgrains, oilseeds, electric power machinery, telecommunications equipment.
Jordan	1.9	0.5	3.4	157.0 Nov. 1966	157	Foodstuffs, tobacco, drugs, special industrial machinery.
Kuwait	0.5	1.4	60.8	968.0 June 1966	377	Foodstuffs, cigarettes, iron and steel pipes, special industrial machinery, motor vehicles, clothing, air-conditioners.
Lebanon	2.5	1.0	193.0	120.0 Oct. 1966	485[1]	Foodgrains, construction and transport equipment, cigarettes.
Saudi Arabia	6.7	1.2	69.0	653.0 Nov. 1966	400[1]	Motor vehicles, cereals, power generating machinery, agricultural machinery, special industrial machinery and appliances, construction equipment.
Syrian Arab Republic	5.7	.9	19.0	17.0 Oct. 1966	213	Cigarettes, textile waste, drugs, tires, machinery.
Turkey	31.1	8.1	100.0	15.0 Nov. 1966	571	Cereals, transport equipment, lubricating oils and greases, iron and steel mill products, industrial machinery, construction equipment.
United Arab Republic	29.6	4.3	139.0	53.0 June 1966	934	Foodgrains, agricultural chemicals, transport and power generating equipment.

[1] Estimated.

NOTE: For information on trade controls see article on page 14.

of the Near East

Other good sales possibilities	How to approach the market	Look for...
Food processing and packing equipment, agricultural implements, pesticides.	Through local agents.	Development again in forefront. Emphasis on agricultural processing industries, tourism development.
Oilfield equipment, fertilizer, raw plastic materials, textile dyes, tinplate, steel pipe, business machines.	Local Iranian agent for both government and private sales; oil operating companies or their purchasing offices abroad.	New industrial growth based on iron and steel and petrochemicals. More trade with Eastern Europe and USSR.
Synthetic textiles, clothing, air-conditioning equipment, consumer goods, office machines, electrical and water treatment equipment.	Local agents and government import establishments.	Oil pipeline settlement spending key. Fewer dollars likely for nonessential imports, but major projects to move forward.
Switchgear, earthmoving equipment, textiles, wood pulp, paper products, hotel and catering equipment.	Private importers; government buys from importers or directly from foreign manufacturers.	Economic slump will slow imports but anti-recession steps likely to counter downturn. Stress on production for export and subcontracts for U.S. manufacturers.
Vehicles, special capital goods for new industries.	Local agent required, except for government procurement.	Economic aid—requiring U.S. procurement—still needed but industry and tourism growing.
Construction equipment, special machinery for new industries, services, consumer goods.	Local representation a must, except for government consultants.	Still good consumer market. Government stressing industrial diversification. Dollars no problem.
Pharmaceuticals, household appliances, engineering consultant services.	Local representatives (many U.S. regional distributors based in Beirut).	Virtual open market but temporary credit squeeze in wake of bank crisis will slow sales in early part of year.
Household goods, furniture, clothing, TV sets, chemicals, electric machinery, tires.	Through Saudi agent.	Development spending to reach new highs with increased industrial activity by private sector. Exchange freely available, especially for consumer goods.
Agricultural machinery and vehicles, foodstuffs, tires and tubes, drugs.	Local agent, except for nationalized imports.	Critical shortage of foreign exchange resulting in 15- to 17-month payment lag.
Agricultural equipment, food processing machinery, fertilizers, machine tools and other industrial machinery.	Local representation important, especially for government sales.	AID help for Turkish development also boosts U.S. suppliers. Industrial Expansion Mission, Apr. 15–May 13; Izmir International Fair, Aug. 20–Sept. 20.
Insecticides, seeds and bulbs, farm machinery, dredging and earthmoving equipment, oil drilling and refining equipment.	Government trading companies, or direct to government agencies; private commission agents prohibited.	More belt tightening ahead; but continued imports for priority projects. New oil strikes should help finances but not this year.

FULL YEAR'S SUMMARY

Exports set rapid pace but trade surplus shrinks

Imports in 1966 increased 20%—double the rate for year's exports

U.S. foreign trade climbed again to record levels in 1966. Exports rose strongly over the previous year, but the rate of expansion was only half that of imports. As a consequence, our gross export surplus dropped from $5.3 billion in 1965 to $3.8 billion last year.

Exports, excluding military grant-aid, rose to $29.4 billion, a 10% gain over the preceding year. This sharp increase resulted from an acceleration in foreign sales of nonagricultural goods and a significant upturn in shipments of agricultural commodities following their small drop in 1965. The export pace in 1966 was well in excess of the 7% average gain achieved during 1961-65.

Exports remained close to their high final three months' 1965 level in the first two quarters of 1966, then turned up strongly, by about 4%, in July-September as agricultural deliveries, in particular, spurted. The expansion continued in the last three months, though at a much slower pace, with deliveries to foreign markets increasing by around 1% over the September quarter.

Imports advance

The spectacular advance in imports, up by 20% to a total of $25.6 billion for the year, was double the average growth rate in the preceding five years of U.S. economic expansion. It was also the largest year-to-year increase in the value of foreign purchases since the exceptional rise stimulated by the Korean War in 1950-51.

Following a 5% increase in the final 1965 quarter, imports continued to move up by close to that rate in each of the first two quarters of 1966, accelerating somewhat in the third quarter. In the December quarter, however, they leveled off at the record July-September value. This slowdown in imports in the final three months reflected particularly an easing in the expansion of foreign capital equipment purchases and an absolute fall in arrivals of industrial supplies. It was another indication of the general slackening in U.S. business activity in the latter part of the year.

Export pace accelerates

U.S. exports of nonagricultural products quickened in 1966, with a gain of 10% compared with 6% the year before. Shipments of agricultural products also climbed by a tenth as foreign demand for U.S. supplies, swelled by crop shortages in some areas, rose sharply.

Expansion of nonagricultural exports accounted for three-fourths of the $2.9 billion advance in U.S. shipments last year. High, and in many countries rising, levels of economic activity, particularly in Canada, Western Europe, and Japan, the 1965 U.S.-Canadian automotive agreement, and favorable export earnings in many developing countries all contributed to rising demand for these exports.

The expansion in shipments of manufactures might have been even larger had not booming military and civilian requirements in the United States limited export capabilities in various lines and weakened the incentive to cultivate foreign markets intensively. With the utilization of industrial capacity last year at the highest level since late 1955, some manufacturers were unable to keep goods moving abroad as rapidly as new orders were being placed.

Machinery export orders rise

Through November 1966, manufacturers' export orders for machinery increased by $831 million, or 19%—almost double last year's rate of growth and nearly as rapidly as in 1964. These orders reached a seasonal peak in June and continued well above the previous year's level for the balance of 1966. Although machinery exports expanded, the ratio of unfilled orders to shipments rose fairly steadily throughout 1966 until September, easing off thereafter.

Despite delivery problems, machinery, valued at a record level of $7.7 billion, contributed a third of the increase in nonagricultural exports in 1966. Last year's rise of 11% was two percentage points higher than the average annual growth achieved from 1961-65. Our export performance was particularly strong in products incorporating advanced engineering features, such as computers, heating and cooling equipment, and pumps.

Computer exports increase

U.S. manufacturers of computers were continuing to export heavily, despite the considerable expansion of U.S. production abroad. Sales of these machines went up by a third to meet rising foreign demand not only for automatic data processing equipment, but also for industrial control apparatus to achieve greater reliability and uniformity in production and to insure closer tolerances on machine work. Accordingly, most of the increase went to the industrial countries, especially Canada, the United Kingdom, Germany, and France.

Equipment for heating and cooling found expansive export markets last year, accelerating by a fifth over the 1965 level. As in computers, the United States has a technological lead here, due largely to our strong internal market which has spurred research and development. Moreover, the spread of self-service retailing in other countries has led to new demand for cold storage facilities. Gains in shipments of heating and cooling equipment were widespread throughout the world, with notable increases registered in sales to Canada, Spain, and Kuwait.

U.S. pump manufacturers sold increasing amounts of their specialized and large-capacity equipment to countries where pipelines for carrying liquid and gaseous fuels were under construction. Our pumps were also in demand for sewage projects and fertilizer plants abroad.

With the growing use of conveyor systems and other labor saving devices, exports of materials handling equipment also expanded further. Canada, Brazil, and Mexico accounted for much of the 8% increase in these exports.

Shipments of nuclear reactors and parts, although still relatively small in value, more than trebled with a $30 million rise last year. This sharp increase reflected growth in AID shipments to India and U.S. manufacturers' successful bids in earlier years, in competition with Canadian and European firms, to equip large nuclear-fueled electric powerplants in Western Europe.

Tool exports drop

Machine tool exports dropped in 1966, partly as a result of booming domestic demand which U.S. manufacturers were hard pressed to fill. Shipments of other types of metalworking machinery, however, advanced by more than a fourth. A major factor in this increase was a sharp gain in shipments to Spain of hot rolling-mill machinery for ferrous metals.

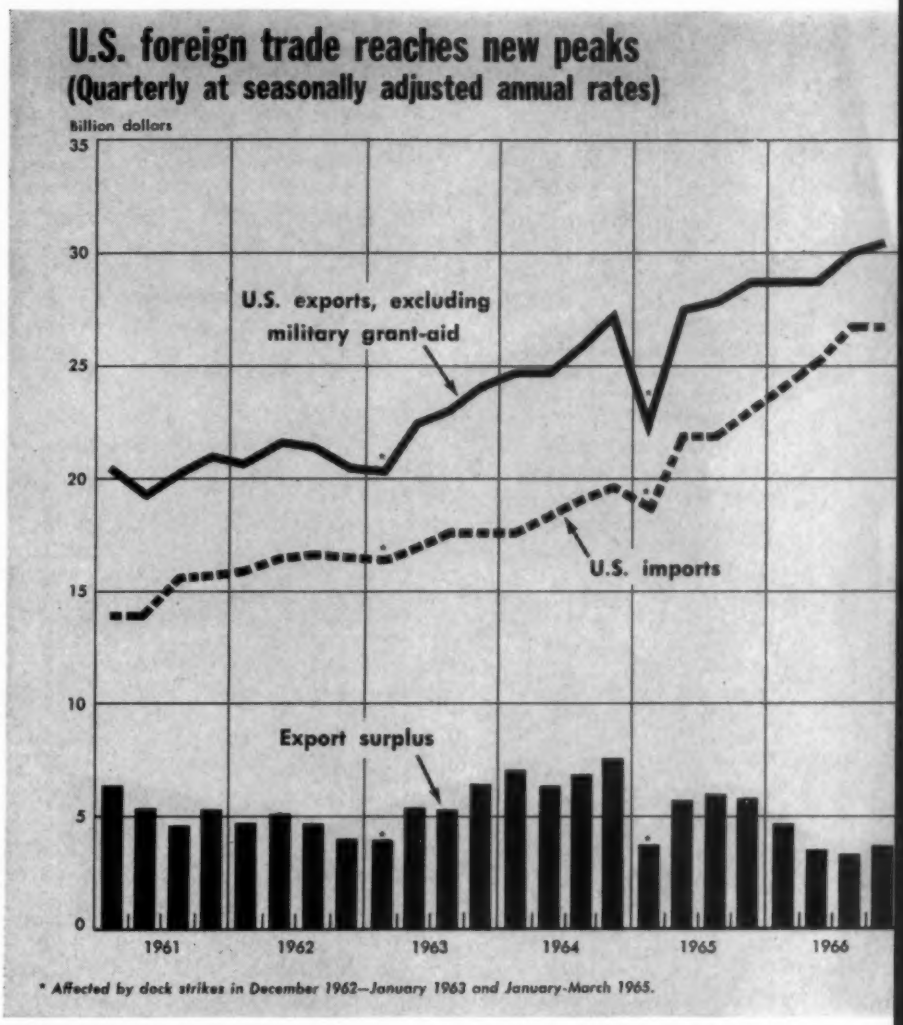
Sales of printing and bookbinding machinery also turned sharply upward, with a 13% gain after a drop of a tenth in 1965. A large share of this export increase went to Latin America where much of the existing equipment is obsolete.

In contrast to many other types of equipment, shipments of agricultural and construction machinery were sluggish last year. This relatively poor record was mainly a consequence of rising production by U.S. affiliates abroad and reduced availability of construction machinery for export due to military priorities.

A rise of one-half, to over $100 million, in shipments of automotive engines stemmed from the movement toward rationalization of motor vehicle production in North America which is a result of the U.S.-Canadian automotive agreement. Exports of aircraft engines and parts were stimulated by mounting sales of U.S. civilian aircraft.

The substantial 1965 rise in exports of transport equipment was cut nearly in half, to 8%, in 1966 because of a sharp decline in military aircraft shipments. Deliveries of civilian aircraft, however, continued to expand, though the 16% rise was only a fourth of the sharp rate of gain in 1965. Exports of both civilian and military automotive vehicles recorded big gains, the former largely as a result of the expanding trade with Canada. That country accounted for virtually all of the $171 million increase in our exports of new cars.

The 1966 advance in exports of scientific and controlling instruments was somewhat less vigorous than in the preceding year. About one-fourth of the 18% increase resulted from a large expansion in sales of flight instruments which normally follow the trend in aircraft. A significant expansion also occurred in shipments of medical, nautical, and navigational instruments and in parts for electrical measuring and industrial process instruments.



Chemical exports expand

Although the growth of chemical shipments was restricted by increasing domestic demand and U.S.-owned production abroad, deliveries gained by better than a tenth. The slowing growth in shipments of basic organic chemicals, largely to Europe, was accompanied by an upturn in advanced chemicals. Foreign sales of plastics and resins rose by 11%, almost double the preceding year's rate. These materials were for use in a growing variety of consumer and industrial products in Western Europe, Canada, the American Republics, and Japan.

Larger shipments of manufactured fertilizers under AID programs caused these exports to jump by close to half, to a total of $221 million. Deliveries to India and Pakistan, both seeking to improve agricultural productivity, accounted for nearly all of the increase in these exports.

Higher prices for sulfur, due to a worldwide shortage, resulted in a nearly one-quarter rise in the export value, despite a drop in the quantity delivered. Further expansion in these foreign sales was blunted by increased domestic demand for sulfur in the manufacture of phosphatic fertilizers.

In response to rapidly growing world consumption of paper, our large and di-

U.S. exports of principal products, 1961-66

Commodity	1961	1965	1966	Average annual percent change, 1961-65	Percent change, 1965-66
	Millions of dollars				
Nonagricultural, total	***15,730***	***20,906***	***23,015***	***+ 7***	***+10***
Construction machinery	678	1,003	993	+10	− 1
Agricultural tractors, machinery	248	438	453	+15	+ 3
Engines, parts	462	703	807	+11	+15
Office machines, computers	311	470	558	+11	+19
Other nonelectrical machinery	1,893	2,829	2,970	+11	+ 5
Electrical apparatus, equipment	1,225	1,660	1,901	+ 8	+14
New motor cars, trucks	525	672	866	+ 6	+29
Parts for automotive vehicles	529	875	1,023	+13	+17
Aircraft, parts	847	1,137	1,101	+ 8	− 3
Chemical elements, compounds	602	970	1,028	+13	+ 6
Plastic materials, resins	308	425	472	+ 8	+11
Other chemicals	879	1,007	1,176	+ 4	+17
Coal; petroleum and products	771	894	904	+ 4	+ 1
Nonferrous base metals	435	539	582	+ 6	+ 8
Iron and steel-mill products	454	607	537	+ 8	−12
Textiles, clothing	612	671	718	+ 2	+ 7
Paper and manufactures	280	389	444	+ 9	+14
Scientific and controlling instruments	268	480	566	+16	+18
Other nonagricultural products	4,403	5,137	5,916	+ 4	+15
Agricultural, total	***5,024***	***6,229***	***6,884***	***+ 6***	***+10***
Wheat	1,119	1,064	1,397	− 1	+31
Corn	365	833	881	+23	+ 6
Other grains and preparations	514	740	918	+10	+24
Soybeans	343	650	760	+17	+17
Cotton, excluding linters	875	486	432	−10	−11
Fruit, vegetables, nuts	401	487	509	+ 5	+ 4
Unmanufactured tobacco	391	383	482	− [1]	+26
Other agricultural products	1,016	1,586	1,505	+12	− 5

[1] Less than ½ of 1%.

versified paper industry increased exports by 14% in 1966, with Western Europe and the American Republics our major markets. Shipments of U.S. paper and manufactures to overseas destinations have advanced considerably faster than the pulp exports in recent years.

Iron and steel

Following in the wake of the 1965 drop of 9%, iron and steel-mill exports retreated again, by 12%, last year. This downward movement resulted from reduced AID-financed shipments to Pakistan and India and increased competition from Japanese and European mills, burdened by excess capacity. Our half billion dollar coal exports showed no net change. In fact, shipments to the Common Market, our biggest customer, declined in the face of mounting stocks and decreased consumption.

Many U.S. consumers products, aside from autos, sold well in foreign markets last year. Shipments of printed matter, clothing, photographic supplies, musical instruments, and electrical household appliances registered sizable gains.

Exports of U.S. agricultural products advanced at a substantially faster rate last year than the average rate of increase in the previous five years. Half of the 10% expansion was due to a sharp rise in the value of wheat shipments. India again accounted for most of the PL-480 shipments of this grain. Increased amounts, however, were shipped under those programs to Algeria, Brazil, Yugoslavia, and Egypt. Sales of wheat to the EEC countries, the United Kingdom, Japan, and South Africa contributed much of the gain in commercial business.

Stepped-up shipments of grain sorghum added $148 million to the agricultural total last year, with India accounting for about two-thirds of the rise and Japan for most of the rest. A sharp advance in corn exports to Western and Eastern Europe more than counterbalanced lower sales to Japan. Continuing strength in exports of soybeans was due to further increases in demand from Western Europe and Japan for use as livestock and poultry feed.

Unmanufactured tobacco sales rallied sharply in 1966 after their decline in the preceding year. The improved quality of our flue-cured tobacco, trade sanctions on Rhodesian tobacco, and an expanded export payments program, which became effective last July, contributed to the more than one-quarter gain in the value of these exports. About nine-tenths of the increase went to Western Europe.

Higher prices resulted in a 49% increase in the value of exported cattle hides, as the quantity shipped fell slightly below the 1965 level. From March to November 1966, cattle hide sales were limited by export controls to all countries other than Canada. Shipments to that country rose sharply last year, both in quantity and value.

Exports of cotton and of fats and oils declined last year. Cotton shipments were off more than a tenth in value from 1965, despite a pickup in the new crop year beginning in August when U.S. prices were brought in line with world levels. In addition to high U.S. prices, weak demand—coupled with some inventory reduction abroad—contributed to the lower level of U.S. cotton exports in 1966. Higher prices, lagging PL-480 shipments, and increased competition abroad for vegetable oils, along with lower prices and smaller supplies for tallow caused fats and oils shipments to fall by a quarter from their 1965 peak.

Steep rise in imports

Demand for foreign goods generated by the growth in industrial production, business investment in plant and equipment, and disposable personal income propelled U.S. imports upward by one-fifth in 1966, the sharpest advance in 15 years. As a result of this large gain, imports in relation to gross national product went up from 3.1% in 1965 to 3.5% last year.

A quickening in purchases of nonagricultural goods in each of the first three quarters added $3.7 billion, or nine-tenths, of the $4.2 billion rise in the import bill for 1966. Agricultural imports, season-

ally adjusted, increased in the first quarter, advanced slightly in the second, and showed an absolute decline thereafter. These shipments nevertheless gained in value by 11% for the year. This rate of advance was only half that in the nonagricultural sector.

Rise by half

A speed-up in arrivals of machinery, aircraft, and trucks from abroad boosted imports of capital equipment by more than three-quarters of a billion dollars, a jump of nearly 50% from 1965 levels. Large order backlogs and extended delivery periods from domestic manufacturers caused U.S. firms to expand further their purchases of nearly all major types of foreign machinery.

The value of agricultural machinery and parts from abroad advanced by 31%, with virtually all of the $78 million increase coming from Belgium and from U.S. affiliates in the United Kingdom and Canada. A sharp acceleration in textile machinery imports reflected faster replacement of obsolete machinery by U.S. textile manufacturers in order to meet growing military and civilian demand for their goods. West European suppliers accounted for most of the advance, which was largely in machines for extruding, spinning, and knitting synthetic fibers.

Imports of metalworking machinery, mainly metal cutting types, more than doubled in value during the year to reach a record total of $135 million. Extended delivery times here and a weakening in foreign demand made the U.S. market for machine tools especially expansive for suppliers in West Germany, Japan, and the United Kingdom.

Expanded arrivals of calculating, adding, and accounting machines, typewriters, and parts raised imports of office machines by two-fifths. Most of these machines were shipped from U.S. affiliates in Western Europe where they have increased their manufacturing activities in recent years.

Following a steep 70% advance in 1965, aircraft and parts purchased abroad nearly doubled in value last year. Expanded arrivals of British short-range jet transports, French executive jets and light military transports from Canada accounted for the sharp gain. Truck imports, which had totaled only $7 million in 1964, increased in two years to a level of $85 million, almost all from Canada, as U.S. companies shipped duty-free vehicles across the border.

Industrial materials, which comprise roughly half of our total imports, were the only major category to slow down from the pace set in 1965. After showing little change in the first three months of the year from the previous quarter, arrivals of these materials, on a seasonally adjusted-basis, advanced strongly in the second and third quarters, then declined in the last. This drop may have reflected manufacturers' efforts to reduce inventories which had increased in every quarter since June 1964.

Three-fifths of the 10% expansion in industrial material imports was in greater purchases of chemicals, textiles, newsprint, and higher priced nonferrous base metals. Reflecting slightly reduced quantities and much higher prices, copper imports rose in value by 44%. Strikes in other major producing countries prevented any expansion in shipments to the United States. Arrivals of aluminum,

U.S. imports of principal products, 1961-66

Commodity	1961	1965	1966	Average annual percent change, 1961-65	Percent change, 1965-66
	Millions of dollars				
Industrial materials, total	***7,674***	***10,622***	***11,700***	***+ 8***	***+10***
Nonferrous base metals	788	1,198	1,468	+11	+22
Crude petroleum	1,024	1,215	1,228	+ 4	+ 1
Chemicals	739	769	957	+ 1	+24
Iron and steel-mill products	346	1,140	1,182	+35	+ 4
Petroleum products	647	877	899	+ 8	+ 2
Textiles other than clothing	514	800	909	+12	+14
Newsprint	687	790	891	+ 4	+13
Textile fibers	406	435	437	+ 2	+ [1]
Lumber	314	375	399	+ 5	+ 6
Wood pulp	303	399	425	+ 7	+ 6
Iron ore	250	444	462	+15	+ 4
Other industrial materials	1,656	2,180	2,443	+ 7	+12
Capital equipment, total	***754***	***1,587***	***2,400***	***+20***	***+51***
Machinery [2]	604	1,412	1,989	+24	+41
Aircraft and parts	137	140	273	+ 1	+95
Trucks and buses, incl. chassis	13	35	138	+28	+29
Consumer goods, total	***2,200***	***4,111***	***5,500***	***+17***	***+34***
New automobiles	307	658	1,236	+21	+88
Clothing	259	543	608	+20	+12
Gem diamonds and other stones	220	354	424	+13	+20
Motorcycles	14	134	176	+76	+31
Radio and TV receiving sets	117	185	266	+12	+44
Footwear	123	160	190	+ 7	+19
Musical instruments; sound recorders	63	157	200	+26	+27
Other consumer goods	1,097	1,920	2,400	+15	+25
Food and beverages, total	***3,260***	***3,827***	***4,350***	***+ 4***	***+14***
Coffee	964	1,060	1,069	+ 2	+ 1
Meat	376	426	600	+ 3	+41
Fish	337	469	553	+ 9	+18
Sugar	458	442	501	− 1	+13
Whisky, other distilled spirits	298	426	497	+ 9	+17
Other food and beverages	827	1,004	1,130	+ 5	+13
Other products, total	***828***	***1,219***	***1,600***	***+10***	***+31***

[1] Less than ½ of 1%.
[2] Scientific instruments and other minor items are included.
Note: Summary commodity totals are estimated for 1966.

mostly from Canada and Belgium, increased more in value than in quantity, though the rise in price was much less than for copper. Consumption of aluminum has been growing, largely as a result of increased use in containers for transport, in consumer durables, and as a copper substitute in electrical wires and cables.

Chemical imports advanced by a fourth, in contrast to an average rate of increase of only 1% from 1961 to 1965. Foreign purchases were stimulated by shortages of certain elements and compounds which were in strong demand for industrial, military, and consumer uses. Larger arrivals of antibiotics, quinine, and quinidine from Western Europe and of hormones from Mexico accounted for the strong gain in receipts of medicinals and pharmaceuticals. U.S. subsidiaries in Canada shipped substantially more potassium chloride to this country for expanding the manufacture of fertilizers for the developing countries.

Imports of textiles (other than clothing) expanded by 14% to more than $900 million for the year. This increase was on top of a 17% expansion in 1965. Mexico, Portugal, Brazil, and Hong Kong provided most of last year's gain in cotton textile import values. Rising purchases of woven jute fabrics from India and Pakistan and woven synthetic fabrics from Japan accounted for most of the 6% advance in non-cotton textile imports.

Boost in purchases of newsprint

Increasing consumption, rising inventories, and slightly higher prices accounted for the $100 million boost in the value of foreign purchases of newsprint. The 13% rise was more than three times the average annual rate of advance in the preceding five years.

Anticipated strikes, a railway car shortage on the West Coast last spring, large military orders, and growing demand from container manufacturers contributed to a 6% rise in lumber imports. The growth in arrivals of wood pulp, nine-tenths from Canada, moderated slightly from the 1965 rate.

Iron and steel-mill product arrivals topped their abnormally high 1965 levels by 4%, thus retaining a 10% share of the slightly larger U.S. market. Japan became our major source of imports in 1966, overtaking Western Europe. In recent years, flat-rolled products have accounted for a much larger proportion of our foreign purchases, while bars, tool steel, and wire products have become relatively less important.

Strikes at Canadian mines and greater U.S. production of taconite pellets from our ample supplies of low grade ores held iron ore arrivals to a 4% advance, about the same as the year before. Arrivals of petroleum, at $2.1 billion, showed only a minor increase in 1966 in contrast to much greater average gains in recent years. Crude petroleum imports declined slightly, but fuel oil deliveries moved up a little in response to the relaxation of import restrictions.

Boom in consumer goods

With a rise of 35% in 1966, foreign purchases of consumer goods accelerated for the third successive year. A third of the U.S. import expansion was accounted for by consumer goods. The ratio of consumer imports to personal expenditures on goods increased from 2.9% in 1965 to 3.6% in 1966.

New automobiles (excluding those from Canada) provided $284 million, or one-fifth, of the $1.4 billion advance in arrivals of consumer goods. Last year's purchases of non-Canadian cars reached $865 million, a spurt of 48%. These vehicles made up 7.3% of U.S. car registrations compared with 6.1% in 1965. West Germany, our largest source of foreign cars, supplied over two-thirds of the advance.

Auto imports from Canada registered a very sharp gain following a strong rise in 1965. Automotive parts and engines from that country also climbed substantially, accounting for virtually the entire increase in U.S. imports of these products.

After nearly doubling in value in 1965, the rise in imports of motorcycles eased off to about a third with the accumulation of large inventories in dealers' hands.

Purchases of radios advanced by one-fifth in value and considerably more in quantity as Japanese manufacturers expanded their sales of lower-priced transistor models to the United States. Arrivals of TV sets, again largely from Japan, accelerated sharply due largely to rising demand here for small-sized units. Imports of Japanese color TV units also advanced markedly. In November Japan provided this market with more color TV's than monochrome models for the first time.

Following the substantial one-fifth advance posted in 1965, arrivals of foreign made clothing moved up again last year by an additional 12%. Cotton, wool, and synthetic fiber apparel from Japan, Hong Kong, and the Philippines accounted for three-fifths of the $65 million increase.

Rising consumer expenditures for jewelry brought an advance of one-fifth in imports of gemstones, largely diamonds shipped from Belgium, the United Kingdom, and the Netherlands. Footwear imports quickened as a result of the popularity of vinyl boots and shoes from Japan and Italian leather footwear. Other consumer imports gaining significantly during the year were musical instruments, sound recorders and reproducers, clocks and watches, toys, and sporting goods.

Imports of food and beverages, which had risen by only 4% a year on the average since 1961, expanded by 14% to $4.3 billion in 1966. Heavier purchases of meat, fish, and sugar contributed most of the advance.

Following sizable declines in 1964 and 1965 from record 1963 levels, arrivals of beef increased by over one-half in value and one-third in quantity. High prices here stimulated imports from Australia and New Zealand, our major foreign suppliers of beef. Canned ham and pork imports, largely from Denmark, Netherlands, and Poland, rose again in 1966 after expanding significantly in 1965.

Arrivals of feeder cattle from Mexico and Canada increased strongly during the first six months, then dropped off sharply to show little change over 1965 for the year. Lower Mexican export quotas commencing in the fall and herd rebuilding in both countries curtailed supplies available for export to the United States.

Increasing consumption and rising prices of seafood products lifted the value of fish imports by 18% in 1966. Substantial increases occurred in purchases of raw tuna from Japan, shrimps and prawns from Mexico, and frozen ground fillets from Canada.

Higher consumption and lower output, mainly in Puerto Rico, led to an increase in sugar quotas last year. Thus sugar imports advanced by 13% in value and 9% in quantity.

Arrivals of coffee advanced slightly in value following their sizable drop in 1965. The quantities received were also up moderately, reversing the declines occurring since 1962. U.S. stocks were increased during the year's first half as a result of lower prices stemming from large crops in the major producing areas, especially Brazil. In the latter part of the year, dealers reduced inventories to bring supplies more in line with consumption.

Most of the sharp 22% rise in imported vegetables was due to greater purchases of Mexican tomatoes. Plentiful labor and favorable weather conditions there led to larger vegetable crops and provided a growing source of supply for the United States.

This article and accompanying tables and chart were prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce.

EEC aims to unify all business tax systems by 1970

'Cascade' method to be discarded in favor of value-added taxation

The European Economic Community's Council of Ministers has adopted directives aimed at harmonizing the Common Market's business taxes.

By January 1, 1970, a single tax on the value added at each stage of manufacture and distribution will replace the 'cascade' taxes used in Belgium, the Federal Republic of Germany, Italy, and Luxembourg, and the Netherlands. The present French value-added tax will be aligned with the Community system.

Cascade, or cumulative, taxes are assessed on the total value of an article each time it changes hands, from the time a processor purchases raw materials until sale of the finished product to the retailer.

The value-added tax will create fiscal neutrality, benefiting small businesses as well as large integrated companies. Cascade taxes encouraged vertical integration to escape multiple taxation and discourage specialization in narrow fields. The value-added tax system will make it economical for companies to specialize. These effects will be especially important to service and secondary manufacturing industries.

The new system will also allow taxes in intra-Community trade, which had to be estimated previously, to be calculated exactly, thus eliminating distortions of competition. In addition, Community businessmen will have to deal with one turnover tax system instead of six.

Goal within reach

The introduction of the value-added tax system will put the goal of a single domestic market within reach.

Identity of tax rates will be the next step. The disappearance of tax differences will eliminate the need for customs formalities at the borders between member states, tax refunds for exports and the imposition of local taxes after customs entry.

The member states must revise their tax laws in time for the value-added tax system to come into force by January 1, 1970. The new tax will be paid on all deliveries of merchandise and services in the Community and on merchandise imports through the wholesale stage.

Henschel named new director of commercial intelligence

William C. Henschel has been named Director of the Commercial Intelligence Division of the Commerce Department's Office of International Trade Promotion.

HENSCHEL

Henschel has over 22 years of Federal service, much of it in Europe, and has been with CID since 1961. He has had special assignments as exhibits officer at the 1962 International Trade Fair in Chicago and exhibit sales officer at the Sixth Swiss Import Fair in 1964. Prior to his new appointment, Henschel was chief of the CID's Control Intelligence Section.

He holds both a Bachelor's in Economics and a Master's in Business Administration from Harvard.

Yugoslav data available

The article on Yugoslavia's new foreign exchange law (*International Commerce*, Jan 30, p. 39) inadvertently states that copies of the restrictive list are available from Commerce. Although such copies are unavailable, information on specific items can be obtained. **Write:** European Division, OIRE/BIC, Department of Commerce, Washington, D.C. 20230.

Seattle picks Commerce aide

An international trade specialist with the U.S. Department of Commerce Field Office in Dallas has been chosen director of the proposed Seattle World Trade Center.

He is Robert W. Turner, who has helped set up a number of international trade seminars and courses in the Southwest and has assisted in the formation of trade missions from Texas.

PICKLES FROM U.S. TO ETHIOPIA SUPERMARKET: Shipment is begun at Oconto, Wis., for a first order of American pickles to the N. A. Polytaridis Supermarket in Addis Ababa. Included in the shipment by Bond Pickle Co. are dill gherkins, hamburger dill slices, whole processed dills, hot dill mixed pickles, sweet gherkins, sweet pickle relish, hamburger relish and corn relish.

Foreign Government Actions

Germany raises tax on number of items

200 imported products affected; only 50 are supplied by U.S.

The German Government increased the turnover equalization tax on approximately 200 items in order to make the tax burden on these imports more uniform with the turnover tax incidence on goods produced domestically. The action took effect Jan. 1.

Approximately 50 of the items affected are currently exported from the United States. The value of these exports for the first nine months of 1966 was approximately $22 million. The increase includes the following items; the German customs tariff number is in parentheses:

Increase from . . . 4 to 5%: paraffin and waxes from petroleum or other bituminous substances, colored or uncolored (ex 2713 B-11); carbon, including carbon black (2803).

Increase from . . . 6 to 7%: plywood, blockboard, laminboard, battenboard and similar laminated wood products (4415); men's and boys' outer garments (6101); refrigerators and refrigeration equipment with a refrigeration unit of not more than 250 liters (8415 B); agricultural tractors, wheeled (8701 B-1); sheep and lamb skin leather, prepared beyond the tanning stage (ex 4103 B-II).

Increase from . . . 6 to 7.5%: ferromanganese, (7302 A-1); iron and steel sheet piling (7311 B).

Increase from . . . 6 to 9.5%: ferrochromium (7302 E-I).

Increase from . . . 6 to 10%: ferro-silicochromium (7302 E-II).

Increase from . . . 8 to 9%: woven cotton fabrics other than terrycloth (5509); woven fabrics of artificial textile fibers (5607 B); high-carbon steel wire, (7315 A-VII).

Increase from . . . 8 to 9.5%: iron or steel hoop or strip, clad, coated or otherwise surface-treated (ex 7312 C); iron or steel sheets, cold-rolled, up to 3 mm. thick (ex 7313 B); alloy steel hoop and strip (7315 B-V); alloy steel plates and sheets, hot- and cold-rolled ex 7315 B-VI).

The remaining increases affecting U.S. exports include men's and boys' underwear and shirts (from 6 to 7%), footwear and outer soles of leather or plastic material (from 6 to 8%), and bovine leather and equine leather, processed beyond the tanning stage (from 6 to 7%). For further information on turnover equalization tax changes for specific commodities, **write:** European Division, OIRE, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

United Kingdom sets quotas on cigars, rum and apples

The British Board of Trade is continuing the 1967 quota of $140,000 c.i.f. on cigars from the dollar area (excluding Cuba) at the same level as the previous year. Of that amount, not more than $84,000 c.i.f. will be available for handmade cigars.

In other separate actions, the Board is repeating the quota of 1,375,000 cwt. for imports of apples from the relaxation and dollar areas and Japan for the period from Jan. 1 to June 30.

The 1967 quota for imports of rum from the dollar area is also being continued at an unchanged level of $252,000 c.i.f. from that of 1966.

Credit to Pakistan approved by IDA

Will finance $25 million worth of imports needed by industries

The International Development Association (IDA), an affiliate of the World Bank, has approved a credit equivalent to $25 million to Pakistan. Proceeds of the credit will be made available for financing import requirements during the fiscal year 1966/67 of the following capital-goods producing industries: steel and non-ferrous castings, steel construction, electrical equipment, diesel engines, and tubewell and pumping equipment.

There are about 115 enterprises producing capital goods of high economic priority in the five selected areas. These will be eligible as beneficiaries under the credit, regardless of their size, since they are in a good position to use immediately substantial additional amounts of foreign exchange.

Import requirements of these industries during the fiscal year are estimated at the equivalent of $31 million, exclusive of those items which Pakistan will import under bilateral and other aid agreements. World wide competitive bidding will be held for procurement.

The imported materials will enable the selected industries to increase production on an average of one-third, to use their installed capacity more efficiently and to reduce production costs.

The Pakistan Government will finance the amount not covered by the IDA credit from its own foreign exchange sources. The IDA credit will be for a term of 50 years.

Yugoslavs announce plans for '67 imports of consumer goods

Textiles, electric household appliances head list of items

Substantial imports of consumer goods are planned for 1967 within the framework of the Yugoslav import liberalization which took effect Jan. 1. Of the total anticipated $233 million worth of consumer goods imports, $38.5 million will be available in hard currency under Yugoslavia's global exchange quotas.

Textiles and electric household appliances head the list of expected imports: cosmetics, perfumes, hosiery, jewelry, toys, and hunting and fishing equipment are also prominent on the list.

The amounts allocated for the purchase of various categories of consumer goods include: textile goods, $12.2 million; various metal products, $5.6 million; electric household appliances, $5.2 million; perfumes, cosmetics, etc., $3.1 million; hosiery, jewelry, toys, $3.7 million; plastic, rubber and other non-metallic products, $1.9 million; hunting and fishing equipment, $1.9 million; stationery, writing paper, $1.5 million; watches, precious metal products, $1.1 million; cameras and photographic equipment, $450,000; and musical instruments and accessories, $370,000.

These amounts, though relatively modest, show a substantial increase over allocations made in previous years. The amount of consumer goods of Western manufacture available for purchase in Yugoslavia—stainless steel razor blades, household appliances and cutlery, woolen goods, and nylon stockings, cosmetics and photographic equipment—has greatly increased in the past two years, and this trend gives every indication of continuing. It may not be too early, therefore, for some aggressive firms to establish their position now in a market that shows signs of substantial further growth.

Foreign aid orders filled in 50 states totaled over $629 million for 1966

Nationwide scope of production generated by AID program; Hawaii newest addition to list of commodity suppliers

Production of commodity exports under United States foreign economic aid financing was shared by manufacturers in all 50 states during 1966, according to the Agency for International Development.

The nationwide scope of production generated by the AID program is shown in the Agency's summary of 1966 procurement which was financed under letters of credit and thus traced to state sources. Hawaii is the newest addition to to the list of AID commodity suppliers.

Procurement from U.S. sources accounts for 90% of all AID expenditures for commodities, based on the full procurement volume of more than $1.1 billion from U.S. firms during each of the last two fiscal years. This procurement takes place in normal commercial channels; informational assistance is offered by AID's Office of Small Business.

Included in the procurement are materials and equipment related to the War on Hunger and participation by the United States in regional development efforts such as the Alliance for Progress in Latin America.

Eligible procurement sources are now limited by AID; dollar credits used by developing countries for essential commodities must be procured only from U.S. sources. This policy is in line with various measures practiced by AID to safeguard the U.S. balance of payments position by promoting expansion of the nation's export trade.

The AID-financed commodities include fertilizers, farm implements, industrial machinery, steel goods, pharmaceuticals, transportation equipment, and other industrial products and materials purchased by developing countries to meet their current material requirements for economic development.

Orders were specifically recorded by the Agency for all states. The reports covered more than $600 million in production by U.S. firms, equal to about half of the actual volume of AID-financed procurement in the United States in recent years. The reports include only transactions of more than $10,000; the amounts recorded for the states may therefore be only part of the full export total under the AID program. The figures do not reflect additional AID-generated business such as respective states' portions of revenue from transportation of these goods and related port operations in many states.

Thirty-nine states exported at least a million dollars worth of goods, with the majority of them well above that level, led by 10 states which topped more than $24 million each. In the top ten are New Jersey, New York, Illinois, Texas, Ohio, Michigan, Louisiana, California, and Virginia.

Production amounts earned by the individual states are shown in the accompanying table.

State-by-state '66 shares in AID-financed exports

Ala.	$ 8,434,422	Mont.	280,464	**Total** production value	* $604,537,464
Alaska	1,617,898	Neb.	292,781		
Ariz.	129,612	Nev.	23,202		
Ark.	2,744,096	N.H.	254,410		
Calif.	28,609,090	N.J.	58,659,310	Ocean & inland freight reported separately from commodity values	$ 24,599,125
Colo.	1,282,034	N. Mex.	3,916,509		
Conn.	4,921,426	N.Y.	55,632,809		
Del.	2,569,487	N.C.	3,236,116		
Fla.	16,299,448	N. Dak.	96,081		
Ga.	12,763,094	Ohio	45,950,226		
Hawaii	9,350	Okla.	2,992,207		
Idaho	133,651	Oreg.	6,184,052		
Ill.	52,170,192	Pa.	53,771,542	**Total** U.S. Procurement Traced to Source of Production	$629,136,589
Ind.	11,495,412	R.I.	1,691,768		
Iowa	4,811,573	S.C.	4,310,609		
Kans.	2,437,700	S. Dak.	703,994		
Ky.	4,319,062	Tenn.	3,834,945		
La.	33,351,666	Tex.	47,559,605		
Maine	1,447,665	Utah	372,809		
Md.	14,201,090	Vt.	1,117,450		
Mass.	8,812,061	Va.	24,633,725		
Mich.	37,185,281	Wash.	11,649,091		
Minn.	2,333,800	W. Va.	4,771,964		
Miss.	2,088,059	Wis.	11,971,676		
Mo.	2,307,380	Wyo.	153,578		

* Includes $3,965,039 reported for Puerto Rico and $36,953 reported for the District of Columbia.

U.S. loan helps India to modernize science, technology education

A $12 million U.S. development loan is designed to give India new impetus in modernizing science education.

Loan funds also will pay for laboratory equipment, books, films, projectors, technical journals and other supplies needed by teachers of the 135 Indian engineering colleges and 270 polytechnic institutes, as well as four regional teachers' colleges and selected secondary schools, to apply the new methods effectively in their classrooms and laboratories.

The $12 million U.S. loan will provide foreign exchange for the import of the materials that are vital to the modernization program and are not available in India. The Indian Government is planning for the domestic production of some of these materials.

The AID loan—the first authorized for India for educational equipment—will be repayable in dollars by the Government of India within 40 years, including a 10-year grace period.

All commodities financed by the loan will be procured from the United States.

Alert exporters on report need under Control Act

Foreign restrictive practices, boycotts are to be disclosed

U.S. firms doing business in the Near East may be required to file a report under a provision of the 1965 "Anti-boycott" amendment to the Export Control Act. Under this provision, U.S. exporters are required by law to report any request for action or information which has the effect of furthering or supporting certain foreign restrictive trade practices or boycotts.

The report must be made on Form 1A-1014, which is available from any Commerce Department field office or from the Office of Export Control in Washington, D.C. U.S. firms having multiple transactions with the same foreign importer may file the report quarterly.

U.S. policy reminder

Exporters are reminded on the reporting form that "It is the policy of the United States to oppose restrictive trade practices or boycotts fostered or imposed by foreign countries agains other countries friendly to the United States. All U.S. exporters of articles, materials, supplies or information are encouraged and requested to refuse to take, but are not legally prohibited from taking, any action, including the furnishing of information or the signing of agreements, which has the effect of furthering or supporting such restrictive trade practices or boycotts."

Since the reporting requirements became effective in October 1965, more than 6,000 reports have been filed. Almost all related to requests made by Arab states, most of whom seek to persuade companies in third countries from establishing certain commercial relationships with Israel. Many foreign firms, however, freely trade with both the Arab countries and with Israel.

The reports filed by U.S. firms indicate that inquiries by Arab states primarily include: requests for certification that the goods in transit are of non-Israeli origin; and certification that the carrying vessels and/or the firm insuring the shipment are not among those specified by the Arab states as unacceptable (requests related to the use or intended use of shipping facilities, which are made only to avoid the risk of confiscation of the commodity and to insure the safe arrival of the shipment, need not be reported).

Other reports reflect a request for a certification by the U.S. exporter that the exporter has no subsidiaries or financial interests in Israel (e.g. direct or indirect investment, licensing agreements, arrangements to supply technical know-how, maintenance of a general agency or regional office).

The above are illustrative of the types of requests and requirements that must be reported to the Department of Commerce.

Tariff hearing date on cotton

The public hearing to have been held on March 14 by the Tariff Commission in connection with the preparation of advice to the President with respect to cotton typewriter ribbon cloth of the kinds described in items 922.01-922.05 in part 2A of the Appendix to the Tariff Schedules of the United States has been postponed until 10 a.m., E.S.T., on March 28.

U.S. equipment, services needed for Mexican mint

Equipment and services needed for a new mint building in Mexico will be purchased in the U.S. through proceeds of a $3.5 million Alliance for Progress loan authorized by the Export-Import Bank of Washington to Nacional Financiera, S.A., the Mexican Government credit agency.

Mexico's mint is now housed in a 300-year-old building; present equipment dates from before World War I. The need for a modern mint is dictated by the increasing demand for coinage.

Contracts covering U.S. procurement are being negotiated with American firms by the Mexican Ministry of the Treasury through Nacional Financiera.

Total cost of the new mint is estimated at $6 million equivalent, including local costs.

IRS teams undertake '67 trek to 116 cities in Overseas Taxpayer Compliance Program

Offer help to U.S. taxpayers in 52 countries during income tax filing season; available until April 15

Teams of tax assistors of the U.S. Internal Revenue Service are heading to various parts of the world to help U.S. taxpayers residing abroad during the income tax filing season.

The 22 IRS representatives, participating in the annual Overseas Taxpayer Compliance Program, will visit U.S. Embassies and Consulates in 116 cities in 52 countries.

Each year teams of tax assistors go abroad for a few months to supplement assistance given throughout the year by IRS representatives permanently stationed at U.S. embassies in Paris, Ottawa, London, Manila, Sao Paulo, Mexico City, Bonn, Rome and Tokyo. They are available until the April 15 filing deadline.

Rotating in pairs and also individually, nine tax assistors will visit 51 cities in Europe and the Near East, four will go to 19 cities in the Far East, four to 34 cities in the Caribbean and Latin America and five to 12 cities in Canada.

In the four IRS' headquarters offices of the U.S. Embassies in Bonn, London, Paris and Rome, taxpayer assistance techniques will be employed similar to those being used regularly in IRS district offices in the U.S. Maximum use will be made of the self-help concept. Under this system, several taxpayers can come in to fill out their tax returns where tax assistors offer guidance. More people can be helped this way rather than by the appointment method which allows only one tax assistor to work with only one taxpayer at a time.

Seminar-type forums will be conducted also to expand tax assistance coverage. Groups can participate in these forums, which will be conducted on a question and answer basis. The public will be invited to ask for tax help on Mondays, Wednesdays and Fridays of each week.

In other cities outside of the four largest headquarter offices, the tax assistors will operate on an appointment basis since there are fewer taxpayers involved. Taxpayers may make an appointment for tax assistance by getting in touch with their consular office where there will be an employee assigned to keep a record of appointments.

Three foreign firms offer licenses to U.S. firms to produce metal rolls, gear hobbing machines, fertilizers

Names and addresses available from Commerce Department

Licenses to manufacture gear hobbing machines and metal rolls used in seat belts are offered U.S. firms by German companies, while a Scottish concern seeks a U.S. licensee to produce its line of fertilizers.

To obtain additional details concerning these products and the names and addresses of the manufacturers, write the Office of International Investment, Bureau of International Commerce, code 874, U.S. Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity described below.

• A Scottish manufacturer of organic plant food derived from the waste matter of cattle and other farm animals, offers a U.S. firm a license to produce and distribute its patented products in the U.S.

The range of fertilizers produced by the Scottish company includes organic liquid plant food; humus which is solid waste matter mixed with horticultural peat, chopped and sterilized; and rose and lawn food which is pure horticultural peat soaked in liquid organic plant food. **File 1481.**

• A German manufacturer of automobile seat belts is interested in granting a license to a U.S. firm to produce metal rolls used in seat belts. The firm is presently supplying original equipment manufactures, wholesalers and retailers in Europe. A design of the roll is available from the German company upon request. **File 1482.**

• A German manufacturer of several types of gear hobbing machines seeks a U.S. licensee to produce its high-speed hobbing machines, fully automatic gear hobbing machines with a loading magazine and its gear hobbing machines for oval gear cutting. The German firm is also interested in a joint venture with a U.S. manufacturer.

The rigid construction of the high speed machines allows the use of the best available high-speed hobs and the well proportioned dimensions of the individual machine parts safeguard dependable operation even at the limit of the machine capacity. The automatic model can be set to run fully automatic through the whole working cycle in conventional or climb milling and then return to the starting position so the operator can change the workpiece.

Problems solved

According to the firm, a wide range of special attachments permits the solution of all machine problems. The high speed machines are suitable for the cutting of spur helical and worm gears, sprockets, splined shafts and oval gear wheels. An outstanding feature of the special purpose hobbing machine for the manufacture of oval gears is the rapid change over time for gears having similar axis ratio but different size and number of teeth as well as those gears having different axis ratios. This permits economy in the production of single gears or small batch quantities. **File 1483.**

Investment Assistance

Firms responding to investment opportunities may wish to inform the Bureau of International Commerce of their action, for follow-up assistance where appropriate. This will insure receipt of additional information as it becomes available.

A (*) following the name of the foreign firm indicates that additional information is available by writing the Department of Commerce (BIC-876), Washington, D.C. 20230.

WTD indicates that a World Trade Directory report containing financial and business background information is available at $2 each from the Department of Commerce (BIC-916), Washington, D.C. 20230.

Special assistance is available to firms interested in joint ventures or licensing agreements abroad. Call Area Code 202, WO 7-4065 or write Department of Commerce (BIC-878), Washington, D.C. 20230.

Australian firm seeks U.S. licensor for buildings, materials

The building products division of a New South Wales manufacturer is interested in concluding an agreement with a U.S. firm for the local manufacture of prefabricated buildings and materials under license. The firm is a medium to large manufacturer of railway rolling stock and building products. In its latter production line, it has concentrated on metals, principally aluminum and steel, and is especially interested in prefabricated building materials based on aluminum.

Founded 22 years ago, the firm already make a fairly wide variety of prefabricated buildings but mostly of such commercial and rural types as farm buildings, grain storage facilities and machinery sheds. It now wants to expand by branching out to include residential and semi-commercial buildings. The latter would include public school buildings and similar types of construction.

The firm is located on a property of 15 acres which it owns and 70% of which is covered by buildings. It has some 900 employees, including all types of craftsmen and artisans. A close working relationship exists with one of Australia's largest producers of aluminum. The firm believes that, because of the similarity of climate in much of Australia with that of California, the types of prefabricated buildings which have won acceptance in that state would also be popular in New South Wales. It would, therefore, be particularly receptive to responses from California firms, although its interest is not limited to that part of the U.S.

Mr. J. A. Rodgers, the manager of the firm's building products division plans to visit the U.S. in late April or early May of this year to call on firms which have responded to this licensing opportunity. For further information interested firms should **write:** Tulloch Ltd., Rhodes, New South Wales, Australia. WTD.

Licenses to manufacture various items sought by four Australian companies

Diverse range includes industrial cleansers, fire fighting pumps, chemical feeders, heating equipment

Licenses to manufacture such diverse products as industrial cleansers, fire fighting pumps, chemical feeders and control equipment and agricultural and heating equipment are sought by four Australian companies.

● A large manufacturer and wholesaler of agricultural machinery, heating and dairy equipment seeks a license to make agricultural equipment and all types of control heating and hot water heating machinery.

The Victoria firm's operations occupy a 60,500 square foot plant with approximately 33% of the area devoted to warehousing facilities. Also included are a machine and tool shop, presses and welding equipment.

The company has about 120 employees, plus 10 traveling salesmen. Its products are marketed in Australia and New Guinea through 400 dealers. The firm also has two wholly owned subsidiaries.

Write: Mobile Industrial Equipment Ltd., 410 Whitehorse Rd., Mitcham, Victoria, Australia. WTD.

● Located in Victoria, a manufacturer and wholesaler of detergents, floor polishes, disinfectants and insecticides seeks to produce industrial cleansers under a licensing arrangement with a United States firm.

Established in 1962, the company has 18 employees, including 6 traveling salesmen. Production equipment include liquid and powder mixing and filling machinery.

Write: Tasman Industrial Chemicals Pty., Ltd., 15 Advantage Rd., Highett, Victoria, Australia. WTD.

● Established in 1946, this manufacturer and distributor of pumps, compressors and bench drills seeks a license to make all types of materials handling equipment and high pressure fire fighting pumps.

The firm's 20,000 sq. ft. plant contains both engineering and production facilities. The company has 40 employees, plus 4 traveling salesmen and distributes its products throughout Australia.

Write: Power Machinery Pty., Ltd., 380 Reserve Rd., Cheltenham, S.22, Victoria, Australia. WTD.

● A license to produce gas, solution and dry chemical feeders, plus control equipment and accessories is sought by this firm. The company imports and distributes meter equipment for the chemical industry and makes such related products as control valves.

Plant equipment includes lathes, grinders and welding equipment and the company maintains adequate warehousing facilities. It has a branch office in Sydney and agents in all of the other Australian states.

Write: Chlori-Meters & Controls Co., 458 Waverley Rd., East Malvern, Victoria, Australia. WTD.

U.S. licenses wanted by two German firms for air conditioners, cameras

● A license to produce photographic recording cameras, impulse transmitters and time control sets for industrial use is sought by a Duesseldorf firm.

The company manufactures automatc miniature cameras, electro-automatic recording systems and equipment for applied photography. It has about 110 employees, plus 34 salesmen, reports annual sales of $750,000 and operates a facility equipped with modern machinery. About 60% of the firm's production is exported to countries in Europe, South America, Africa and Asia. Control of the company was recently acquired by a French concern.

Write: Robot Foto und Electronic GmbH. & Co. KG., 57 Hildenerstr., 4 Duesseldorf-Benrath, Germany. WTD.

● A manufacturer of air heaters, incinerators, fans and furnaces seeks a license to produce industrial air conditioning equipment, filters, ventilators and related equipment.

Production facilities include a foundry and fully equipped machine shops for milling, cutting and grinding metal. The German company has approximately 300 employess and annual sales of $2.5 million.

Write: Cornel. Schmidt, Eisen- und Stahlwerk GmbH., P. O. Box 301, 509 Leverkusen-Kueppersteg, Germany. WTD.

Pakistan proposes brake fluid venture

The Government of Pakistan is interested in receiving applications from experienced U.S. firms to establish three brake-fluid plants on a joint venture basis. Interested firms are required to submit their applications by March 1, 1967. The three plants are to be set up in Chittagong, Karachi and Rawalpindi, each to have a production capacity of 300 to 400 imperial gallons a day, with flexibility for expansion to meet larger future demand.

Firms interested in following up this opportunity should outline their proposals on a special Pakistan Government form required for all official joint venture applications similar to this and send it to Ministry of Industries and Natural Resources, Natural Resources Division, Government of Pakistan, Secretariat, Block A. Islamabad, Pakistan. Attn: The Secretary.

Copies of the required application form can be obtained by requesting "Pakistani Foreign Participation Form" from: Bureau of International Commerce, OII, 878, Department of Commerce, Washington, D.C., 20230.

ADVERTISING NOVELTIES

A West German manufacturer of manicure and pedicure sets, surgical instruments and advertising novelties, seeks to expand its production program by obtaining licenses from U.S. firms for the manufacture of novelty advertising gift articles.

The firm requests replies from manufacturers of articles in this category which have either been recently introduced to the U.S. market or which have attained great popularity due to their novelty. This is a small but reputable firm with 25 employees and annual sales of $65,000.

Write: Paul Berger KG., 111-113 Blumenstrasse, 565 Solingen, Germany. WTD.

French chemical firm looks for U.S. license

A Paris manufacturer of such fluor chemical products as hydrofluoric acid and fluoboric acid seeks a license to make related products.

Established in 1878, the French company reports annual sales of approximately $400,000 and has about 30 employees.

Write: Produits Mineraux & Chimiques D'Aubusson, 49 rue de la Victoire, 75-Paris 9e, France. WTD.

Caracas firm seeks textile licenses

Needs technical assistance, instruction for handling fibers

A Caracas textile manufacturer seeks licenses to weave women's outerwear fabrics and shirting of newly available synthetic fibers, especially continuous fibers, texturized fibers and polyester fibers. It also needs technical assistance and instruction in the handling of these fibers. The firm does not require capital nor is it basically interested in a joint venture arrangement, although this could be negotiated.

Currently equipped with seven warp knitting machines type "LIPA," 2, 3 and 4 bars, 26/28 gauge, with a capacity of 600 meters of fabric per shift, the firm is now producing nylon, texturized nylon and acetate fabrics. Output is captive, as almost its entire production is sold to a garment manufacturing company owned by one of the firm's directors. However, the company has two more machines on order and wishes to enter the open market.

According to the firm, practically all newly developed fibers are processed in Venezuela under licensing arrangements. While the government permits import of these fabrics that are not yet produced in the country, it is always only a question of time before one or another weaving mill starts production of the new fabric and the borders are then closed to it.

Write: Tejidos California, C.A., Calle Imboca, Edificio Tony, Boleita, Caracas, Venezuela, WTD.

U.S. licenses sought by two British firms

● A Birmingham manufacturer of both injection and compression type plastic moldings seeks a license to produce a related line in this field.

The firm says it has 50 years experience in the production of plastic moldings and good connections with British engineering firms, electrical companies and plastics manufacturers.

Write: The Birmingham Mica Co. Ltd., 3 South Rd., Hockley, Birmingham 19, England. WTD.

● A license to manufacture any products based upon the fabrication of mild and stainless steel, aluminum and other metals is sought by a London company engaged in precision sheet metal work.

The firm's wide range of products includes heavy and light duty vehicle cabs, hospital equipment, stainless steel drinking fountains, conveyor systems and computer instrument cases. In addition, the company specializes in development and prototype work. It was established in 1912 and has approximately 250 employees.

To obtain additional details interested U.S. firms should **write:** E. G. Brown & Co. Ltd., West Rd., Northumberland Park, Tottenham, London, N. 17, England. WTD.

Swiss firm wants to make drugs under U.S. license

A Swiss manufacturer of non-prescription pharmaceutical preparations seeks licenses in this field and offers its facilities for custom manufacture. The firm's production includes extracts, tinctures, salves, suppositories, sirups, emulsions, suspensions, tablets, lozenges, and the like. Sales are made directly to druggists; the six-man sales force does not call on physicians. Located in the suburbs of Basel, the company has 80 employees and is reportedly adequately financed.

Write: Lehner A.G., 44 Birsfelderstrasse, 4132 Muttenz, Baselland, Switzerland, Attn: Dr. Friedrich Lehner, Managing Director. WTD.

German firm seeks license to make measuring instruments

A manufacturer of quality measuring and controlling instruments seeks a license or similar arrangement to produce precision measuring and control manometers, micro-pressure gauges and electric control thermometers.

The firm believes there is good sales potential for these products in Germany and western Europe and does not anticipate competition materially affecting its sales.

The German company favors a return to a U.S. licensor based on a percentage of profits and would consider proposals leading to its complete acquisition by the U.S. firm.

In addition to being located near the Stuttgart airport, the company has excellent rail and waterway connection and an abundant power supply.

For additional information interested U.S. concerns should **write:** Heinz Gehrmann, 7301 Deizisau/Neckar, West Germany. WTD.

French firms seek licenses for chemicals, machinery

● Established in 1934, this chemical company seeks licenses to produce newly developed industrial chemicals and additives for the plastics, rubber, paint, pharmaceutical and cosmetic industries.

The French company manufactures glycine cadinium, allyl esther and a methyl product developed to prevent a coating forming on stored paints. In addition, the firm imports and distributes chemical and pharmaceutical specialties. It represents several U.S. chemical companies.

The French firm reports annual sales of approximately $15 million and has about 350 employees, plus 40 traveling salesmen.

Write: Societe des Produits Chimiques Industriels, S.P.C.I., 43 rue Cristino Garcia, 93-La Plaine Saint Denis, France. Attn: Mr. Henry. WTD.

● A license to produce hoists, gantry and bridge cranes and various types of conveyors is sought by a Paris manufacturer of heavy lift machinery, continuous mechanical handling equipment and conveyors.

Established in 1935, the company is capitalized at $405,000 and reports annual sales of approximately $2.2 million. The concern has about 120 employees and plant equipment includes lathes and boring, milling and drilling machines.

Write: CAMM Compagnie Francaise des Appareils de Manutention Mecanique, 19, rue Domremy, 75-Paris 3e, France. Attn: Mr. Gerbaldi, President. WTD.

Cross licensing arrangement wanted by German producer

A German manufacturer of rubber processing equipment and special machinery for the glass industry seeks a cross licensing arrangement with a U.S. producer of these products. The company specializes in the manufacture of automatic continuous glass level controls, special glass scraping conveyors, cullet crushers and automatic batch machines.

The firm says that sales prospects are good in other countries, as well as Germany and there is little competition in these fields.

Established in 1951, the German concern has approximately 50 employees and reports annual sales of $500,000. It is reported to export a significant part of its production to Europe, Australia, South America and Africa.

Write: Alfred Zippe and Sohn, 6980 Wertheim/Main, West Germany. WTD.

Iraq invites bids on four water supply schemes; specifications available

The Directorate General of Projects, Ministry of Municipalities & Works, Baghdad, has invited bids for the construction of four water supply schemes. Terms and specifications may be obtained from the issuing authority at the prices stated. One copy of the specifications on each project is available for review by interested U.S. firms in the office of the Water Industries & Engineering Services Division, Rm. 4111, U.S. Department of Commerce, Washington, D.C. 20230. Closing dates for receipt of bids vary with each project.

Al-Duluiah, Baghdad Liwa consists of supply, conveyance, construction, erection, and testing of works to complete this project, which includes settlement tank, flash mixer, alumina dosing apparatus, rapid sand gravity filters, filtered water storage tank, two electric low-lift and two high-lift pumping sets, switches, cables, venturi meter, two elevated service tanks, and all valves, pipe, pressure gauges, and other apparatus, accessories, and connections; and all materials and labor. Specifications: $44.80, plus $1.50 for airmail charges to the United States. Bid deadline is Feb. 28.

Ikeka, Nassiriya Liwa consists of supply, construction, erection and testing of works, which include two electrically operated pumping sets, switches, cables, water meters, elevated service tank, connection to existing distribution main, suction main, delivery main to elevated service tank; and all valves, pipe, pressure gauges and other apparatus, accessories and connections; and all material and labor. Estimated daily consumption of plant is 30,000 gallons. Specifications: $28 plus $1 for airmail charges. Bid deadline is Mar. 28.

Taza Khormato, Kirkuk Liwa consists of supply, conveyance, construction, erection, and testing of works, which include two electrically operated high lift pumps, switches, cables, water meters, ground collecting steel tank, pump house building, electric lighting, bleaching powder apparatus, delivery pipe from existing well to collecting water tank, suction main and delivery main connections; and all valves, pipe pressure gauges, and other apparatus, accessories, and connections, and all materials and labor. Specifications: $21 plus $1.50 airmail charges. Bid deadline is April 18.

Al-Ahrar, Kut Liwa consists of construction, erection, and testing of treatment plant for potable water, including clarifiers, flocculating tanks, flash mixers, alumina dosing apparatus, rapid gravity filters, ground filter water storage tank, filter washwater pumps, gaseous chlorinators with platform weighing scale, electrically operated low lift and high lift pumping sets, switch boards and cables, venturi meters and recorders, suction main, pumping mains, pump and filter house building, elevated service tanks and other apparatus, accessories and connections, operator's buildings, fencing, roads, footpaths and landscaping; and supply of all equipment, materials and labor. Terms and specifications: $140 plus $4 airmail charges. Bid deadline is May 2.

Such contracts are often awarded to local contractors who are assisted in preparing their bids by foreign suppliers of equipment, pipe, valves, etc. A list of Iraqi contractors specializing in water works projects may be obtained from the Water Industries & Engineering Services Division at the above address in the event U.S. firms may wish to contact them in order to submit offers for equipment needed.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Lasmac-Sogn Building. Area Code 907 Tel. 272-6331.

ATLANTA, GA., 30303, 4th Floor, Home Savings Building, 75 Forsyth St., N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. Plaza 2-8460.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 South 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. CA 3-2312

BUFFALO, N.Y., 14203, 504 Federal Building, 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S. C., 29403, Federal Building—Suite 631, 334 Meeting St. Area Code 803 Tel. 747-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Building, 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Building, 2120 Capitol Ave. Area Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Building, 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44101, 4th Floor, Federal Reserve Bank Building, East 6th St. and Superior Ave. Area Code 216 Tel. 241-7900.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. Riverside 9-3287.

DENVER, COLO., 80202, 16407 Federal Building, 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 1216 Paramount Building, 509 Grand Ave. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Building. Area Code 313 Tel. 226-6088.

GREENSBORO, N. C., 27402, 412 U.S. Post Office Building. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Building, 1022 Bethel St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Building, 515 Rusk Ave. Area Code 713 Tel. 226-0611.

JACKSONVILLE, FLA., 32202, 512 Greenleaf Building, 208 Laura St. Area Code 904 Tel. 354-7111.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. Fl 4-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Building, 1031 South Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 345 Federal Office Building, 167 North Main St. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, 928 Federal Office Building, 51 S.W. First Ave. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Building, 238 West Wisconsin Ave. Area Code 414 Tel. BR 2-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Building, 110 South Fourth St. Area Code 612 Tel. 334-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Building, South, 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N. Y., 10001, 61st Floor, Empire State Building, 350 Fifth Ave. Area Code 212 Tel. Longacre 3-3377.

PHILADELPHIA, PA., 19107, Jefferson Building, 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Building, 230 North First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Building, 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Building, 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Building, 400 North 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Building, 1520 Market St. Area Code 314 Tel. MA 2-4243.

SALT LAKE CITY, UTAH, 84111, 3233 Federal Building, 125 South State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Building, Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SANTURCE, P. R., 00907, Room 628, 605 Condado Ave. Phone: 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Building, 125-29 Bull St. Area Code 912 Tel. 232-4321

SEATTLE, WASH., 98104, 809 Federal Office Building, 909 First Ave. Area Code 206 Tel. 583-5615.

Uruguay firm to buy oil tanker

The Administracion Nacional de Combustibles, Alcohol y Portland-ANCAP, Montevideo, Uruguay, wishes to purchase an oil tanker with the option to buy a second one.

The tanker is to be a 30,000 dead-weight ton vessel with turbo-electric drive and speed capability of not less than 16 knots.

Bid deadline for submission of tenders is March 15.

Firms that are interested may obtain copies of the specifications from the Embassy of Uruguay at no cost. Correspondence should be addressed to Embassy of Uruguay, Commercial & Financial Dept., Washington, D.C. 20006, (Telephone: 202-628-1337).

Iran wants building sands

The Rey Cement Co. of Iran is seeking bids for the purchase of nine tons of normal sands, DIN-1164.

Bid deadline is March 11. Terms and specifications may be obtained from the Rey Cement Co., P.O. Box 1359, Tehran.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

ISRAEL—Max Guttman, Manager, Technical Dept., ESCO Engineering Supplies, Ltd., P.O. Box 45 or Citrus House, 22 Harakevet St., Tel Aviv, **interested in automotive services and equipment,** and requesting technical information. Feb. 26 via New York for two months. c/o Mrs. A. Guttman, 130 Ft. Washington Avenue, New York, N.Y. 10032. Itinerary: New York, Chicago, Minneapolis, others to be arranged. WTD 12/12/66.

NETHERLANDS—J. P. Tovar, Mgr., Markt & Co. (importers) Ltd., 691 Keizersgracht, Amsterdam, and G. C. Claassen, Markt & Co. Ltd., Brussels, Belgium, **interested in direct purchase and distribution rights for hardware, hand tools, household articles.** Feb. 23 via New York for six weeks. c/o Dodge & Seymour Ltd., 53 Park Place, New York, N. Y. 10007. Itinerary: New York, Chicago, Los Angeles, San Francisco, itinerary flexible. WTD under revision.

SOUTH AFRICA—L. E. Lazarus, representing Surazal (Pty.) Ltd., c/o Prudential Shippers South Africa Ltd., 220 Commissioner St., Johannesburg, **interested in obtaining U. S. sources of cosmetic, pharmaceutical and optical goods for importing into South Africa and/or to manufacture under license in that country.** Feb. 28 via New York for two weeks. c/o Prudential Shippers Corp., 855 6th Ave., New York, N.Y. 10001. Itinerary: New York, others if necessary. WTD 1/25/67.

Fourth quarter summary now ready

A Quarterly Summary of Future Construction Projects, contract award stories, and significant foreign government tenders published in International Commerce during Oct., Nov. and Dec., 1966, is available to U.S. firms from the U.S. Department of Commerce, BDSA-624, Trade Opportunities Staff, Washington, D.C. 20230. A preaddressed mailing label should be included with the request to facilitate processing and mailing.

The Summary, which may also be reviewed at any of the 42 Department of Commerce Field Offices, alphabetically lists project summaries by country in five distinct classes. These are: Airport, seaport, railroad, highway projects; hydro and thermal electric plant and irrigation projects; hospital, hotel and housing projects; industrial plant projects; and comprehensive development projects. Whenever possible, names of contacts and responsible agencies are cited as well as original publication dates. A limited number of copies of earlier Quarterly Summaries are also available on a first-come, first-served basis.

World Trade Opportunities Continued to page 71

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-916, U.S. Department of Commerce, Rm. 6059B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

019 Commercial farms

GERMANY—Cowbody hair, good medium lengths. Only quotations c.i.f. European port can be considered. Carl Katz (importer, exporter, wholesaler), Postfach 509, 28 Bremen 1. WTD in preparation.

201 Meat products

FRANCE—Canned meat, canned poultry & rabbits, sausages, smoked meats, frozen meats. Requests replies in French. S. A. Laiterie de Lillebonne (manufacturer, retailer), 160, Bld d'Harfleur, 76 Le Havre. WTD 10/28/66.

Sausage casings, salted (beef, sheep, and hog). Boyauderie Bordelaise, S.A. (processors, wholesalers, importers, exporters), 41 Rue du Serporat; 33- Bordeaux, Gironde. WTD 6/13/66.

PORTUGAL—Sausage casings, natural, artificial. A. de La Llave (importer, manufacturer), 229 Travessa de Benjoia, Oporto. WTD in preparation.

202 Dairy products

FRANCE—Condensed, evaporated milk; processed cheese, cheese food. Requests replies in French. S.A. Laiterie de Lillebonne (manufacturer, retailer), 160, Bld d'Harfleur, 76 Le Havre. WTD 10/28/66.

203 Canning, preserving foods

FRANCE—Canned fruits; canned shellfish, quick frozen and cold pack shellfish; smoked and canned fish. Requests replies in French. S.A. Laiterie de Lillebonne (manufacturer, retailer), 160 Bld d'Harfleur, 76 Le Havre. WTD 10/28/66.

GERMANY—Canned peaches, apricots, pineapples; beans, peas. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Schukart & Kuhlmann (manufacturers' sales agent), Grossvertretungen, 33 Konkordiastrasse, 4 Duesseldorf. WTD 1/24/67.

SWITZERLAND—Fruit, vegetable, food specialties, novelties. Direct purchase and agency. H. Disler, Import-Export (importer, distributor), 31 Chemin de Fontanettaz, 1012 Lausanne. WTD in preparation.

209 Food preparations

FRANCE—Melted tallow. A. M. Mainguet (importer, wholesaler, retailer), 3, Rue des Chevaliers, 44 Reze. WTD 10/28/66.

220 Textile mill products

GUATEMALA—Mercerized, sanforized 100% cotton textiles. Requests replies in Spanish. M. B. de Tenenbaum—Fabrica "Carrousel" (manufacturer), 8a. Calle 9-41, Zona 1, Pasaje Savoy, Guatemala City. WTD 1/67.

IRAQ—Textiles of all kinds, including synthetic fabrics for men's suits, shirts, pajamas and women's suits, dresses. Direct purchase and agency. Al-Hilalain General Trading & Commission Bureau (commission agent), 132-33 Damirji Bldg., Bank St., Baghdad. WTD 3/17/66.

221 Broad woven fabric mills, cotton

FRANCE—Cotton fabrics, for manufacture of sheets. Comptoir Linier (manufacturer, dealer), 79, Rue de Tocqueville, Paris, 17e. WTD 8/22/66.

Automobile seat cover cloth; cotton. Direct purchase and agency. La Housse Pereire, S.A. (manufacturer, importer, dealer), 197 Bld Pereire, Paris, 17e. WTD 1/28/66.

Poplins: combed, fine cotton goods, for manufacture of sport clothing. Requests replies in French. Coratex S.A. (importer, manufacturer, wholesaler), 42, Rue des Jeuneurs, Paris, 2e. WTD 11/2/66.

GERMANY—Fabrics for ladies' garment industry. Direct purchase and agency. Hans Renner (commission merchant), 16 Wiesbadener Str., 1 Berlin 31. WTD 1/26/67.

222 Broad woven fabric mills, manmade fiber, silk

FRANCE—Glass fabrics with aluminum coating, for manufacture of protective clothing. Requests replies in French. Roger Leconte (importer, manufacturer, dealer), 105, Rue Compans, Paris, 19e. WTD 11/22/65.

Poplins; combination filament-and-spun rayon and/or acetate fabrics, for manufacture of sport clothing. Requests replies in French. Coratex S.A. (importer, manufacturer, wholesaler), 42, Rue des Jeuneurs, Paris, 2e. WTD 11/2/66.

GERMANY—Fabrics for ladies' garment industry. Direct purchase and agency. Hans Renner (commission merchant), 16 Wiesbadener Str., 1 Berlin 31. WTD 1/26/67.

223 Broad woven fabric mills, wool

FRANCE—Broad woven fabrics; woolen and worsted, for manufacture of ready-made clothing. Requests replies in French. Coratex S.A. (importer, manufacturer, wholesaler), 42, Rue des Jeuneurs, Paris, 2e. WTD 11/2/66.

GERMANY—Fabrics for ladies' garment industry. Direct purchase and agency. Hans Renner (commission merchant), 16 Wiesbadener Str., 1 Berlin 31. WTD 1/26/67.

225 Knitting mills

FRANCE—Sweat shirts. Direct purchase and agency. Cochonneaud & Cie "Elle et Lui" (wholesaler, commission merchant, agent), 33, Rue Couesnon, 50 Pontorson. WTD 11/4/66.

227 Floor covering mills

FRANCE—Woven automobile floor coverings. Direct purchase and agency. La Housse Pereire, S.A. (manufacturer, dealer, importer), 197, Bld Pereire, Paris, 17e. WTD 1/28/66.

229 Textile goods

FRANCE—Cotton fabrics with aluminum coating, for manufacture of protective clothing. Requests replies in French. Roger Leconte (importer, manufacturer, dealer), 105, Rue Compans, Paris, 19e. WTD 11/22/65.

GERMANY—All types of textile mill waste, such as cotton, wool waste and clippings, hosiery, flax, staple fibre, synthetics waste. Rohtex Aktiengesellschaft fuer Textilrohstoffe (manufacturer, exporter, importer), 7 Stuttgart-Untertuerkheim, Nuerburgstrasse 41-47. WTD 1/67.

234 Women's, misses', children's, infants' undergarments

ITALY—Infants' underwear. Aldo Castelfranchi (wholesaler), Via Primaticcio 8, Milan. WTD 1/67.

239 Fabricated textile products

FRANCE—Automobile seat covers, not made in weaving mills; automobile trimmings. Direct purchase and agency. La Housse Pereire, S.A. (manufacturer, importer, dealer), 197, Bld Pereire, Paris, 17e. WTD 1/28/66.

PORTUGAL—Parachutes for pilots, flying personnel. Sociedade Comercial Romar, Lda. (importer, dealer, agent), Rua da Boavista, 83-1°. Dto., Lisbon 2. WTD 3/15/66.

249 Wood products

SWITZERLAND—Ornamental wood products, giftware, also Indian and Hawaiian craft. Direct purchase and agency. H. Disler, Import-Export (importer, distributor), 31 Chemin Fontanettaz, 1012 Lausanne. WTD in preparation.

251 Household furniture

FRANCE—Household furniture, American colonial style, etc. Requests replies in French. Jules Brouard & Fils (importer, retailer), 40-42-44, Rue de la Paroisse, 78 Versailles (Yvelines). WTD 8/19/66.

NETHERLANDS—Complete (knocked-down) wood kitchens, kitchen cabinets, sink cabinets and counter tops, suitable for built-in cooking ranges, refrigerators, waste disposers, etc. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstrat or P.O. Box 354, Enschede. WTD 8/12/66.

252 Office furniture

FRANCE—Wood office furniture: padded, upholstered or plain; metal office furniture: padded or plain. Requests replies in French. Jules Brouard & Fils (importer, retailer), 40-42-44, Rue de la Paroisse, 78 Versailles (Yvelines). WTD 8/19/66.

● **KENYA**—Supply of office furniture including, but not limited to, the following: 474 teachers tables; 671 library tables, 3,834 teachers chairs; 80 office desks; 402 occasional tables; four office bookshelves; 42 magazine racks; cupboards; benches; stools; etc. Tender No. APPENDIX C IDAPROJ/9/(35), bid deadline not specified. Submitted by Permanent Secretary, Ministry of Works, Communications & Power, Supplies Branch, P.O. Box 30346, Nairobi, Kenya. Tender documents available from Crown Agents for Overseas Governments & Administrations, 4 Millbank, London, S.W.1, England.

253 Public building, related furniture

FRANCE—Automobile seats. Direct purchase and agency. La Housse Pereire (manufacturer, importer, dealer), 197, Bld Pereire, Paris, 17e. WTD 1/28/66.

254 Partitions, shelving, lockers, office, store fixtures

NETHERLANDS—Plastic sink tops. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

262 Paper mills

FRANCE—Tracing paper, paper for designers, artists' paper (drawing paper). Ancienne Manufacture Maffiotti (manufacturer, importer, dealer), 27, Rue Albert, Paris, 13eme. WTD 2/14/66.

SPAIN—White marbled paper with Kraft support. Requests replies in Spanish and French. Papel y Carton, S.A. (manufacturer), Carretera Burgos-Portugal Km. 126, Valladolid. WTD 1/67.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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264 Converted paper, paperboard products

FRANCE—Paper for interior walls and ceilings; wallpaper, embossed plastic; made on textile backing. Requests replies in French. Direct purchase and agency. Ets. Renault & Cie (retailer), 50, rue Saint-Romain, 76 Rouen. WTD 5/6/66.

FRANCE—Graph paper; pressure-sensitive adhesive paper rolls; semi-transparent paper; heliographic paper for plan printing; logarithmic paper. Ancienne Manufacture Maffiotti (manufacturer, importer, dealer), 27, Rue Albert, Paris, 13eme. WTD 2/14/66.

NETHERLANDS—Plastic bags for cement, other products used in building industry. Direct purchase and agency. Exclusive representation required; descriptive literature, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

SWITZERLAND—Self-adhesive masking tapes. Perfecta AG (manufacturer, distributor), Sandrainstrasse 3, Bern. WTD 1/26/67.

265 Paperboard containers, boxes

FRANCE—Ice cream boxes; ice cream folding cartons. Requests replies in French. Societe France-Glaces (manufacturer, wholesaler), 7, Rue Euryale-Dehaynin, Paris, 19e. WTD 10/28/66.

272 Periodicals: publishing, printing

FRANCE—Architectural periodicals, art publications, general literature publications, art and architectural catalogs. Librairie La Hune (importer, retailer), 170, Bld St-Germain, Paris, 6e. WTD 8/5/66.

Scientific and technical periodicals, medical periodicals, scientific and medical journals. Librairie des Sciences et Techniques Francaises et Etrangeres—Lstfe (importer, retailer), 24, Rue des Ecoles, 75 Paris (5). WTD 11/15/66.

273 Books

FRANCE—Scientific, technical and medical books. Librairie des Sciences et Techniques Francaises et Etrangeres—Lstfe (importer, retailer), 24, Rue des Ecoles, 75 Paris (5). WTD 11/15/66.

Graphic arts books, literature books. Librairie La Hune (importer, retailer), 170 Bld Saint Germain, Paris, 6e. WTD 8/5/66.

281 Industrial chemicals

● **CEYLON**—Caustic soda, flakes, 300 metric tons, 98/100% NaOH, in fifty kilogram or one cwt. new steel drums, deliverable in the following quantities and dates: 75 tons, early March; 75 tons, early June; 75 tons, early Sept.; and 75 tons, early Dec. Separate offers are required for each shipment. Tender No. FCC/IMP/2/1967. Bid deadline Feb. 25. Chief Executive Officer, Paranthan Chemicals Corp., P.O. Box No. 1489, 21 Abdul Caffoor Mawata, Colombo 3.★ (Telephone: 202-WO 7-3465).

GERMANY—Sealing compound for pipe threads. Direct purchase and agency. Fred Jacob (manufacturer, sales agent, wholesaler, importer), Ingenieurbuero, 35 Kassel, Ginsterweg 11. WTD 1/67.

KOREA—Stearic acid, soda ash, coal tar dyes and sodium carboxymethyl cellulose. Direct purchase and agency. Unico Commercial Co. (sales agent), Rm. 505 Dae Han Bldg., 115 Tadong, Chung-ku, Seoul. (International P.O. Box 2750 Seoul). WTD 1/17/67.

MALAYSIA—Chemicals for laboratory use, amino-acids and derivatives, chemicals for electrophoresis and chromatography. Direct purchase and agency. General Scientific Co. Ltd. (importer, wholesaler, retailer, indent agent), 206 Kwang Tung Bldg., 44 Jalan Pudu, Kuala Lumpur. WTD 5/15/66.

NETHERLANDS—Raw materials for manufacture of detergents, wetting agents, emulsifiers, dispersing agents; soap and detergent builders, such as phosphates, optical bleaches, thickeners, polymers; basic materials for building maintenance products, such as cleansing agents, waxes; chemicals for textile, leather, paint and plastic industries. Direct purchase and exclusive representation (stockkeeping) for the Netherlands and/or other Common Market countries required. Haceha (Holland Chemie Haarlem) N.V. (importer, sales agent, manufacturer, wholesaler, exporter), 6 Houtvaart, Haarlem. WTD 1/27/67.

Hardening accelerators, water, acid and oil repellent chemicals used in concrete constructions, other chemicals for building industry.

Direct purchase and agency. Exclusive representation required; descriptive literature, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

Hardening accelerators, water, acid and oil repellent chemicals used in concrete constructions, other chemicals for building industry. Direct purchase and agency; exclusive representation required. Descriptive literature, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

282 Synthetic materials

KOREA—Polyethylene resins, virgin grade, and synthetic rubber. Direct purchase and agency. Gabow & Co. (sales agent), Rm. 602 Namdaemun-Kaepoong Bldg., 90, 3-ka, Namdaemun-ro. Chung-ku, Seoul. (K. P.O. Box 128 Seoul). WTD 1/67.

Polyethylene resins. Direct purchase and agency. Unico Commercial Co. (sales agent), Rm. 505 Dae Han Bldg., 115 Ta-dong, Chung-ku, Seoul. (International P.O. Box 2750 Seoul). WTD 1/17/67.

283 Drugs

GREECE—Pharmaceutical specialties. Request information, prices. Vital Aelion (importer), 2 Hermou St., Thessaloniki. WTD in preparation.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

FRANCE—Cosmetics; cosmetic lotions and oils; toilet creams, powders and waters; toilet preparations; shaving products; shampoos; perfumes (natural and synthetic). Direct purchase and agency. Francis Gabizon (importer, dealer), 75, Rue Lamarck, 75-Paris (18). WTD 5/26/66.

KOREA—Beeswax. Direct purchase and agency. Unico Commercial Co. (offer agent), Rm. 505 Dae Han Bldg., 115 Ta-dong, Chung-ku, Seoul. (International P.O. Box 2750 Seoul). WTD 1/17/67.

NETHERLANDS—Cleaning and polishing preparations, degreasing solvents, other chemical products for automobile service stations and accessory shops. Direct purchase and agency. H. van der Heijden Service Stations (importer, wholesaler), 287 Laan van N.O. Indie, The Hague. WTD in preparation.

SWITZERLAND—Detergents, laundry and dry-cleaning supply products; fast-moving consumer goods for retail trade in same or similar lines, such as any products for cleaning or treatment of wearing apparel; cosmetics products. Eswa Gloor, Meier & Co. (importer, manufacturer), 6362 Stansstad. WTD 1/30/67.

286 Gum, wood chemicals

PHILIPPINES—Pine tar D-1 light color. Jacinto J. Concepcion, Office Mgr.—Trading Division, Mercury Drug Co., Inc. (importer, wholesaler, retailer, manufacturer, exporter), Shaw Boulevard, Pasig, Rizal, Box 1847, Manila. WTD 1/6/67.

289 Chemical products

KOREA—Carbon black. Direct purchase and agency. Unico Commercial Co. (sales agent), Rm. 505 Dae Han Bldg., 115 Ta-dong, Chung-ku, Seoul. (International P.O. Box 2750 Seoul). WTD 1/17/67.

NETHERLANDS—Raw materials for manufacture of detergents, wetting agents, emulsifiers, dispersing agents; soap and detergent builders, such as phosphates, optical bleaches, thickeners, polymers; basic materials for building maintenance products, such as cleansing agents, waxes; chemicals for textile, leather, paint, plastic industries. Direct purchase and exclusive representation (stockkeeping) for the Netherlands and/or other Common Market countries required. Haceba (Holland Chemie Haarlem) N.V. (importer, sales agent, manufacturer, wholesaler, exporter), 6 Houtvaart, Haarlem. WTD 1/27/67.

PHILIPPINES—Automotive adhesives, coatings, sealers. Direct purchase and agency. N. E. Weibel, Mgr., General Import Dept., Ed. A. Keller & Co., Ltd. (importer, wholesaler, indentor, manufacturer), 2723 Pasong Tamo Extension, Makati, Rizal; Bx. 313, Manila. WTD in preparation.

291 Petroleum refining

KOREA—paraffin wax, liquid paraffin, petrolatum of cosmetic grade. Unico Commercia Co. (offer agent), Rm. 505 Dae Han Bldg., 115 Ta-dong, Chung-ku, Seoul. (International P.O. Box 2750 Seoul). WTD 1/17/67.

295 Paving, roofing materials

● **BURMA**—The Defense Dept. of Burma is interested in securing bids from U.S. firms for the supply of the following stores: 5,000 Drums Bitumen, straight, for road construction surface dressing, re-surfacing and semi grouting 80/100 grade in 22G steel drum, suitable for export and rough handling. Application temperature of 350-375° F.; 500 tins Bondex Sealing Compound for roofs in 28 lb. tins; and 1,000 rolls Roofing felt, bituminous, tropical finish, 2-ply, (3'x72').

Bid deadline Feb. 25; inquiries should include particulars such as trade mark or brand, prices in f.o.b./c.i.f. terms, period of shipment, mode of payment desired, and bank references. These particulars must be submitted under sealed cover with the words "quotations for D.P.E.S. 66/67" clearly visible. **Write:** Director of Procurement, Defense Dept., Rangoon, Union of Burma.

NETHERLANDS—Rust preventive coatings and road materials for metal bridge constructions to form protective foundation between bridge and its deck. Exclusive agency representation required. Descriptive literature, price lists desired. Trenco Trading & Engineering Co., 419 Herengracht or P.O. Box 3428, Amsterdam. WTD 12/30/66.

306 Fabricated rubber products

FRANCE—Rubberized fabrics, for manufacture of raincoats. Requests replies in French. Coratex S. A. (importer, manufacturer, wholesalers), 42, Rue des Jeuneurs, Paris, 2e. WTD 11/2/66.

PORTUGAL—Industrial rubber gloves. Direct purchase and agency. Pemar-Sociedade de Representacoes SARL (importer, distributor), Largo do Figueiredo 7, Lisbon 3. WTD in preparation.

307 Plastics products

FRANCE—Plastics sheets, for use as wall trimmers. Direct purchase and agency. Ets. Renault & Cie (retailer), 50, Rue Saint-Romain, 76 Rouen. WTD 5/6/66.

Plastics tableware, kitchenware and dinnerware; plastics hardware; plastics flower boxes, planters, ashtrays, clothespins, coat hangers, boxes, soap dishes, watering pots, picnic supplies, tissue dispensers, vases. Request replies in French. Manufacture d'Articles Industriels M.A.I (importer, manufacturer, wholesaler), 16, Rue Henri Gautherot, Gentilly (Val-de-Marne). WTD 11/21/66.

GREECE—Raw materials for plastics industry, especially from stocks, i.e. PE, PVC, granulated, polystyrene. Requests information, prices. Direct purchase and agency. Dimitrios Kontoguris (importer, agent), 26 Aghias Sofias St., Thessaloniki. WTD 12/30/66.

NETHERLANDS—Plastic skylights for buildings, plastic wall and floor tiles, transparent plastic foils for building industry. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

319 Leather goods

SWITZERLAND—Embossed leather goods, handicrafts, leather desk sets, novelties; Indian craft. Direct purchase and agency. H. Disler, Import-Export (importer, distributor), 31 Chemin Fontanettaz, 1012 Lausanne. WTD in preparation.

321 Flat glass

GERMANY—Flat glass of all kinds for building purposes. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Westdeutsche Glas-Handelsgesellschaft Strobl & Co. (importer, wholesaler, exporter), 123 Melatenguertel, 5 Koeln-Ehrenfeld. WTD 1/24/67.

323 Glass products

GERMANY—Stained glass, stained glass slabs for building purposes; glass building stones, glass tiles; glass wool (mats, slabs, fleeces, etc.) for partitions, floors and insulations in the building field. Requests price quotations c.i.f. Hamburg or Bremen. Direct purchase and agency. Requests replies in German. Westdeutsche Glas-Handelsgesellschaft Strobl & Co., 123 Melatenguertel, 5 Koeln-Ehrenfeld. WTD 1/24/67.

325 Structural clay products

GUATEMALA—Ceramic glazed facing tile for bathrooms, kitchens. Requests replies in Spanish. Direct purchase and agency. Casa Gimon, J. Miguel Giron & Cia. Ltda. (importing distributor), 7a Avenida 3-74, Zona 4, Apartado Postal 10, Guatemala City. WTD 1/67.

326 Pottery, related products

FRANCE—Decorative pottery, earthenware, stoneware sculpture ornaments (including carved figures, fountains, vases, and other articles) for lawns, courtyards, patios. Direct purchase and agency. Catalogs, price lists requested. Requests replies in French. Garden Center (Paul Rostaing (dealer), 15 Rue Victor-Basch, 33- Talence, Gironde. WTD 5/11/66.

GUATEMALA—Vitreous china plumbing fixtures, china, earthenware fittings, bathroom accessories. Direct purchase and agency. Requests replies in Spanish. Casa Gimon, J. Miguel Giron & Cia. Ltda. (importing distributor), 7a. Avenida 3-74, Zona 4, Apartado Postal 10, Guatemala City. WTD 1/67.

SWITZERLAND—Ornamental pottery, ceramics, handicrafts, novelties, all kinds. H. Disler, Import-Export (importer, distributor), 31 Chemin de Fontanettaz, 1012 Lausanne. WTD in preparation.

327 Concrete, gypsum, plaster products

THE NETHERLANDS—Special lime for porous concrete sheetings, cement additives. Direct purchase and agency. Exclusive representation required; descriptive literature, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat (or: P.O. Box 354), Enschede. WTD 8/12/66.

329 Abrasive, asbestos, nonmetallic mineral products

FRANCE—Asbestos cloth, with aluminum coating, for manufacture of protective clothing. Requests replies in French. Roger Leconte (importer, manufacturer, dealer), 105, Rue Compans, Paris, 19e. WTD 11/22/65.

NETHERLANDS—Thermal and acoustical insulation materials such as mineral wool for building industry. Exclusive agency representation required. Descriptive literature, price lists desired. Trenco Trading & Engineering Co. (commission merchant, sales agent), 419 Herengracht (or: P.O. Box 3428), Amsterdam. WTD 12/30/66.

Thermal and acoustical insulation sheetings, made of various materials, such as mineral wool, for building industry. Direct purchase and agency. Exclusive representation required; descriptive literature, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

331 Steel mill products

FRANCE—Special steel, magnetic sheets. Caseurop—Compagnie des Aciers Speciaux Europeens (agent, importer, wholesaler, retailer, commission merchant), 22, Rue de la Voie des Bancs, Argenteuil (Val d'Oise). WTD 5/13/66.

● **INDIA**—H.T. Galv. wire for stranding of 7/9 SWG wire for 220 KV. transmission lines. Required: 610 long tons. Tender No. HCP/TLC-13/Jan. 1967, bid deadline Mar. 14. Chief Engineer, Hydro Electric Construction Projects, Race Course, Cross Rd., Port Bag No. 360, Bangalore-9. Tender documents available from above for a non-refundable tender fee of $4 each, payable in advance. Prospective bidders may examine tender documents at the India Supply Mission (Ref. No. D/ENQ/2193), 2536 Mass. Ave., NW., Washington, D.C. 20008 or in Rm. 4224, Iron & Steel Division, BDSA, U.S. Department of Commerce, Washington, D.C.

335 Rolling, drawing, extruding of nonferrous metals

MALAYSIA—Wire, cable for electrical installation. Direct purchase and agency. Hoe Huat Co. Ltd. (importer, wholesaler, indent agent), 263 Padungan Rd., P.O. Box 364, Kuching, Sarawak. WTD 1/16/67.

341 Metal cans

FRANCE—Ice cream cans; made from tinplate, terneplate, blackplate, or enameled sheet metal. Requests replies in French. Societe France-Glaces (manufacturer, wholesaler), 7, Rue Euryale-Dehaynin, Paris, 19e. WTD 10/28/66.

342 Cutlery, hand tools, general hardware

FRANCE—Automobile hardware, of a novel character. Direct purchase and agency. La Housse Pereire, S.A. (manufacturer, importer, dealer), 197, Bld Pereire, Paris, 17e. WTD 1/28/66.

NETHERLANDS—Newly developed hand tools for metalworking industry. Exclusive representation required; descriptive literature, price lists desired. Peck & Co. N.V. (importer, wholesaler, exporter), 62-76 Nieuwendijk, Amsterdam. WTD 12/21/66.

● **NEW ZEALAND**—The New Zealand Government Railways are seeking firms to supply padlocks for the security of railway signaling equipment. Padlocks are for outdoor use in exposed positions under atmospheric conditions of high salt content and other corrosive agents and shall be constructed of cast brass or bronze and shall have spring shackles. The lock mechanism shall be of the pin tumbler cylinder type with a minimum of five pins and the padlock is to be secure against picking and capable of being opened only with the appropriate key.

The shackle of the padlock shall be a maximum of ⅜" in diameter or the equivalent rectangular section and shall be a minimum of ¾" inside the loop. The shackle shall not project more than ¾" from the case to the inside of the loop. The case shall be a maximum of 2" in width and with a length and thickness to suit the mechanism.

Full details of the padlock offered together with overall dimensions should accompany the tender as well as the unit price and total price quoted together with the date of delivery.

Bid deadline Mar. 1. **Write:** Comptroller of Stores Office, Private Bag, Wellington, C.I., New Zealand.

SWITZERLAND—Household cutlery, hardware, novelties only. Direct purchase and agency. H. Disler, Import-Export (importer, distributor), 31 Chemin Fontanettaz, 1012 Lausanne. WTD in preparation.

VENEZUELA—Hand tools. Distribution for country. Requests replies in Spanish. Suministros Mecanicos e Industriales, C.A. "INSUME" (importer, distributor), Edificio Metropolitano, Calle Vargas, Boleita, Caracas, or Apartado 11359, Chacao, Caracas. WTD 1/26/67.

343 Heating apparatus, plumbing fixtures

NETHERLANDS—Portable oil-fired (petroleum) space heaters for building industry. Direct purchase and agency. Exclusive representation required; descriptive literature, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

Natural gas-fired boilers, capacities up to 80,000 BTU, for central heating, residential and light commercial use. Prices c.i.f. Amsterdam; descriptive literature, price lists desired. Exclusive representation required. Peck & Co. N.V. (importer, wholesaler, exporter), 62-76 Nieuwendijk, Amsterdam. WTD 12/21/66.

Stainless steel sink tops. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

344 Fabricated structural metal products

FRANCE—Agricultural metal silos, for storage of grain and fodder. Direct purchase and agency. Scoritoma (manufacturer, wholesaler, agent), 22, Boulevard Gallieni, 92 Villeneuve-la-Garenne. WTD 4/21/66.

NETHERLANDS—Skylights for buildings, canopies for cooking ranges, buildings. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

345 Screw machine products

● **BURMA**—On behalf of the Myanma Export-Import Corp., quotations are being invited for the supply of the following stores: 300 Tower bolts Iron Japanned with sockets, (Barrel Bolts) 3"; 600 of same, 4"; 2860 of same, 6"; 300 of same, 9"; 125 of same, 12"; 72 Tower bolts Brass Japanned with sockets, (Barrel Bolts), 3"; 144 of same, 4"; 3,000 Hinge Butt Steel 2" x ⅝"; 3614 Hinge Butt Steel 3" x 1"; 1276 Hinge Butt Steel, 6" x 1½" x 3/16" thick; 9470 Hinge Butt, 4"; 1640 Tower Bolts, 8"; 674 Sliding Bolts, 12"; eight Sheeting Bolts and Nuts ¾" x ¼"; 150 Angle Type Bolts for Roofing; 1100 Hook Bolts G.I. 'L' Type for roofing 7½" x 3" x 1" x 5/16" dia.

Bid deadline Mar. 6. **Write:** The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.

Both f.o.b. and c.i.f. prices should be distinctly quoted, including packing charges and quotations specifying definite period of shipment.

Cover containing quotations should be clearly marked on top with the reference number (MEIC/B Rlys/15 (T)—355/66-67), the closing date, and should be properly sealed.

Write: The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.

346 Metal stampings

FRANCE—Ice cream dippers. Requests replies in French. Societe France-Glaces (manufacturer, wholesaler), 7, Rue Euryale-Dehaynin, Paris, 19e. WTD 10/28/66.

349 Fabricated metal products

FRANCE—Metal household ice cream freezers. Requests replies in French. Societe France-Glaces (manufacturer, wholesaler), 7, Rue Euryale-Dehaynin, Paris, 19e. WTD 10/28/66.

352 Farm machinery

GREECE—Farm tractors, diesel, cotton pickers. Request information, prices. Hippocrates Katsaros & Sons (importers, distributors), 6 Aghion Panton St., Thessaloniki. WTD 12/30/66.

353 Construction, mining, material handling machinery

KOREA—One 150 H.P. hoist, double drum, for use in vertical shaft. Taiheung Corp. (miner, importer, exporter), Rm. 401 Samhwa Bldg., 21 Sokong-dong, Chung-ku, Seoul. (Central P.O. Box 238 Seoul). WTD 1/67.

NETHERLANDS—Road graders, scrapers, planers, related machinery, equipment for road and bridge deck finishing; road marking equipment, materials. Exclusive agency representation required; catalogs, price lists desired. Trenco Trading & Engineering Co. (commission merchant, sales agent), 419 Herengracht or P.O. Box 3428, Amsterdam. WTD 12/30/66.

PORTUGAL—Used concrete truck mounted mixers; four units 6 M^3 and four 4 M^3 capacity. Jose Ribeiro (contractor), Rua de

Acesso ao Cemiterio dos Olivais J.R., Lisbon. WTD 1/10/67.

353 Construction, mining, materials handling machinery

● **SIERRA LEONE**—One premix spreader and finisher; two road rollers, three-wheel, six to eight tons; six dump trucks not to exceed six cu. yd. box; recommended list of spare parts for one and two years operation. Tender No. MW. 12/1/7. Ministry of Works, New England, Freetown.★ (Telephone: 202-WO 7-5566).

354 Metalworking machinery

FRANCE—Coil winding equipment. Anc. Ets. Emile Joly (importer), 219, Rue de la Croix-Nivert, Paris, 15. WTD 8/3/66.

Machine tools; metal cutting and forming types. Requests replies in French. Louis & Fils (importer, manufacturer, dealer), 21, Avenue de Charlebourg, 92 La Garenne-Colombes. WTD 5/23/66.

Forest equipment; power (gasoline) drills, debarkers, hedge cutters, ground clearing machines, small pruning machines. Direct purchase and agency. Societe Vamo (importer, manufacturer, wholesaler, commission merchant, agent), 39, Rue de la Grange-aux-Belles, Paris, 10e. WTD 4/21/66.

GERMANY—Special tools, attachments, both for machine tools used in all metalworking industries. Erich Struecker (manufacturer, importer), Hohe Bleichen 22, Hamburg 36. WTD 1/67.

HONG KONG—Machines to restore shape of "folded" (flattened) 55-gallon drum bodies; and butt-welding machines for steel sheets, minimum 3' long, 18 to 20 gauge. Yick Lee Metal Works (manufacturer, wholesaler, retailer, exporter), 46 Cherry St., Tai Kok Tsui, Kowloon, Hong Kong. Cable: Drumworks. WTD 1/27/67.

● **INDIA**—Two each axle journal grinding machine. Tender No. WMT-3/5051/108A, bid deadline Mar. 2. Global procurement, Director General of Supplies & Disposals, National Insurance Bldg., Parliament St., New Delhi. Tender documents may be obtained for $1.50 per copy from the India Supply Mission, Washington, D.C. (Ref. ISM No.D/ENG/2179)

NETHERLANDS—Newly developed power-driven electric hand tools for metalworking industry. Exclusive representation required; descriptive literature, price lists desired. Peck & Co. N.V. (importer, wholesaler, exporter), 62-76 Nieuwendijk, Amsterdam. WTD 12/21/66.

SWITZERLAND—Tools, dies, checking devices, accessories for electronics, mechanics, metalworking industries. Agency and direct purchase. R. Marchand & Cie SA (manufacturer, importer), 40 Rue du Stand, 1200 Geneva. WTD in preparation.

VENEZUELA—Power-driven hand tools. Distribution for country. Requests replies in Spanish. Suministros Mecanicos e Industriales, C.A. "INSUME" (importer, distributor), Edificio Metropolitano, Calle Vargas, Boleita, Caracas, or Apt. 11359 Chacao, Caracas. WTD 1/26/67.

355 Special industry machinery

FRANCE—Milk homogenizing machine; bottling machinery for dairies. Requests replies in French. Cooperative Laitiere du Lude (manufacturer, dealer), Rue des Quais, 72—Le Lude. WTD 11/15/66.

Ice cream manufacturing machinery; batch, measuring, cooling, homogenizing, freezing and mixing machinery; slab slicers, cutters, fillers, dippers, coaters. Requests replies in French. Etablissements Fischer (manufacturer, dealer), 25, Rue Ganneron, Paris, 18e. WTD 10/28/66.

Ice cream manufacturing machinery; batch, measuring, cooling, homogenizing, freezing, mixing machinery; slab slicers, cutters, fillers, dippers, and coaters. Requests replies in French. Societe France-Glaces (manufacturer, wholesaler), 7, Rue Euryale-Dehaynin, Paris, 19e. WTD 10/28/66.

MALAYSIA—Complete plant for diazo and ammonia coating of base papers for manufacture of sensitized plan printing paper. Direct purchase and agency. General Scientific Co. Ltd. (importer, wholesaler, retailer, indent agent), 206 Kwang Tung Bldg., 44 Jalan Pudu, Kuala Lumpur. WTD 5/15/66.

356 General industrial machinery

ECUADOR—Filters for separation of liquids; gas filters; air and gas separators; measuring equipment for liquids; reconditioners of liquids; related equipment. Illustrated catalogs requested with offers. Direct purchase and agency. Equipos y Seguridad Cia Ltda. (importer, distributor), P.O. Box 511, Quito. (Attention: F. Williams C., Mgr.) WTD 1/67.

FRANCE—Industrial liquid filters. Societe des Filtres Gauthier (importer, retailer), 65, Rue des Coquetiers, 93 Bobigny (Seine St Denis). WTD 4/25/66.

357 Office, computing, accounting machines

GREECE—Computing, accounting machines. Requests inquiries with descriptive literature, specifications. Requests c.i.f.-Piraeus or f.o.b.-New York price quotations. Direct purchase and agency. John N. Stamatiou (importer, retailer, wholesaler, sales agent), 72 Third September St., Athens 103. WTD 9/16/66.

358 Service industry machines

FRANCE—Commercial ice cream hardening, storage cabinets. Requests replies in French. Societe France-Glaces (manufacturer, wholesaler), 7, Rue Euryale-Dehaynin, Paris, 19e. WTD 10/28/66.

Freezers; refrigerated display cases. Direct purchase and agency. Requests replies in French. Societe d'Etudes et de Representations en Materiel Electrique—Sermes (importer, wholesaler), 11, Boulevard du President Wilson, 67 Strasbourg. WTD 10/28/66.

Refrigerators for commercial, industrial use; refrigeration machinery. Direct purchase and agency. Requests replies in French. Societe Generale du Froid—SOGEFROID (wholesaler), 14, Rue Guenot, Paris, 11e. WTD 4/22/66.

GREECE—Air conditioners. Requests information, prices. Direct purchase and agency. Dimitrios Kontoguris (importer, agent), 26 Aghias Sofias St., Thessaloniki. WTD 12/30/66.

VENEZUELA—Greasing equipment for service stations. Distribution for country. Requests replies in Spanish. Suministros Mecanicos e Industriales, C.A. "INSUME" (importer, distributor), Edificio Metropolitano, Calle Vargas, Boleita, Caracas or Apt. 11359 Chacao, Caracas. WTD 1/26/67.

361 Electric transmission, distribution equipment

● **CEYLON**—Supply of 6500 single phase kilowatt-hour meters, 10 Amp., 200/250 C., 50 cycles, two wire, house service pattern. Bid deadline April 25. The Chairman, Tender Board, Dept. of Government Electrical Undertakings, P.O. Box 540, Colombo.★ (Telephone: 202-WO 7-2939).

FRANCE—Recording instruments for measuring electricity; analysers for testing electrical characteristics, electronic test equipment. Direct purchase and agency. Comptoir Commercial d'Importation (importer, dealer, agent), 42, Rue Etienne Marcel, Paris, 2 eme. WTD 3/12/66.

SWITZERLAND—Measuring instruments used in electronics industry. Agency and direct purchase. R. Marchand & Cie SA (manufacturer, importer), 40 Rue du Stand, 1200 Geneva. WTD in preparation.

362 Electrical industrial apparatus

● **BURMA**—Approximately 800,000 feet of welding electrodes, various grades and sizes. Tender No. MEIC/B.Rlys/13(T)-161/66-67, bid deadline Feb. 28. The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-2723)

FRANCE—Rectifiers; electric relays. Direct purchase and agent. Comptoir Commercial d'Importation (importer, dealer, agent), 42, Rue Etienne Marcel, Paris, 2eme. WTD 3/12/66.

● **TURKEY**—Supply of four units, rectifier stations and silicone rectifiers for trolley system to convert 10,500 V ± 5 V, 50 cycle, AC mains to 60 V D.C. Bid deadline Mar. 14. ESHOT Isletmesi Genel Mudurlugu, Izmir. Copies of the specifications are available in English from Modern Tercume Burosu, 20/7 Menekse Sokak, Kizilay, Ankara upon receipt of $13 including airmail charge per copy.

363 Household appliances

KUWAIT—Household electrical appliances including refrigerators, air conditioners, radios, irons, hotplates, toasters, and all other related products. Badr al-Mulla and Bros. (wholesaler), Al Sour St., P.O. Box 177, Kuwait. WTD in preparation.

NETHERLANDS—Household refrigerators. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat (or: P.O. Box 354), Enschede. WTD 8/12/66.

Electric and natural gas-fired cooking ranges. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

Kitchen waste disposers. Direct purchase and agency. Exclusive representation required; catalogs, price lists desired. Handelsonderneming Olda (importer, sales agent), 107 Veenstraat or P.O. Box 354, Enschede. WTD 8/12/66.

364 Electric lighting, wiring equipment

● **BURMA**—Supply of miscellaneous lamps and accessories for street lighting such as brass holders, time switches chokes, capacitors and street light fixtures. Tender No. 35/T/EL (ESB)/66-67, bid deadline Mar. 6. Controller of Stores, Central Stores Dept., Electricity Supply Board, Ahlone/Strand Rd., Rangoon.★ (Telephone: 202-WO 7-4241).

FRANCE—Electric lamps; metal reflectors and fittings; complete electric light bulbs;

electric lighting fixtures and equipment. Direct purchase and agency. Comptoir Commercial d'Importation (importer, dealer, agent), 42, Rue Etienne Marcel, Paris, 2eme. WTD 3/12/66.

● **IRAQ**—The government of Iraq is inviting bids from U.S. firms for supply of the following items: 20 nos. of 45′ long transmission tower; 500 nos. of 5″ x 3″ x 36′ lattice type H.T. transmission poles: 200 nos. of 4″ x 3″ x 30′ lattice type L.T. transmission poles; 1000 nos. of 7″ x 4″ x 36′ H.T., R.S.J. transmission poles; 1000 nos. of 7″ x 4″ x 30′ L.T., R.S.J. transmission poles.

Terms and specifications may be obtained from the Directorate General of Projects, Ministry of Municipalities & Works, Baghdad, upon payment of $42 per set, plus $1 to cover air mail charges.

One set of tender documents describing the conditions for bidding available for review only at U.S. Department of Commerce, BDSA, Building Materials & Construction Industries Division, Rm. 4014, Washington, D.C. 20230. Bid deadline Feb. 28.

365 Radio, television receiving sets

FRANCE—Automobile AM radio receivers. Direct purchase and agency. La Housse Pereire, S.A. (manufacturer, importer, dealer), 197 Bld Pereire, Paris, 17e. WTD 1/28/66.

366 Communications equipment

ECUADOR—Ten KW transmitter, radiant antenna, FM transmitter, studio console, turntables, professional recording equipment, microphones, related equipment. Requests replies in Spanish. Luis F. Alban B., Mgr., Radio America (commercial radio station), Casilla 4839, Guayaquil. WTD 5/23/66.

GREECE—Telephone and telegraph apparatus, radio and television transmitting, signaling and detection equipment and apparatus, radar equipment, electronic automatic control equipment. Requests inquiries with descriptive literature, specifications, c.i.f.-Piraeus or f.o.b.-New York price quotations. Direct purchase and agency. John N. Stamatiou (importer, retailer, wholesaler, sales agent), 72 Third September St., Athens 103. WTD 9/16/66.

NETHERLANDS—Fire alarms, burglar alarms, smoke and gas leak detection equipment, related warning instruments. Direct purchase and agency. Ruys Handelsvereniging N.V. (importer, wholesaler), 17 Lange Voorhout. The Hague. WTD 4/29/66.

367 Electronic components, accessories

FRANCE—Semiconductor devices; transistors; electronic condensers; electron tubes. Direct purchase and agency. Comptoir Commercial d'Importation (importer, dealer, agent), 42, Rue Etienne Marcel, Paris, 2eme. WTD 3/12/66.

Solid state electronic devices and similar devices; inductors, electronic transformers, etc. Anc. Ets. Emile Joly (importer), 219, Rue de la Croix-Nivert, Paris, 15. WTD 8/3/66.

GREECE—Radio, television receiving type electron tubes. Requests inquiries with illustrated literature, specifications, c.i.f.-Piraeus or f.o.b.-New York price quotations. Agency and direct purchase. John N. Stamatiou (importer, retailer, wholesaler, sales agent), 72 Third September St., Athens 103. WTD 9/16/66.

369 Electrical machinery, equipment, supplies

GREECE—Radiographic X-ray, fluoroscopic X-ray, therapeutic X-ray, other X-ray apparatus and tubes. Requests inquiries with descriptive literature, specifications, c.i.f.-Piraeus or f.o.b.-New York price quotations. Direct purchase and agency. John N. Stamatiou (importer, retailer, wholesaler, sales agent), 72 Third September St., Athens 103. WTD 9/16/66.

371 Motor vehicles, motor vehicle equipment

FRANCE—Automobile accessories: safety belts, defrosters, hub caps, aerial antennas, rear vision mirrors, bumpers, windscreen wipers, accessories of a novel character. Direct purchase and agency. La Housse Pereire S.A. (manufacturer, importer, dealer), 197, Bld Pereire, Paris, 17e. WTD 1/28/66.

372 Aircraft, parts

PORTUGAL—Support equipment of all kinds, fittings, bearings, and rubber items, such as gaskets, retainers, diaphragms, hoses. Flying and survival equipment. Sociedade Comercial Romar, Lda. (importer, dealer, sales agent), Rua da Boavista, 83-1°. Dto., Lisbon 2. WTD 3/15/66.

374 Railroad equipment

● **PAKISTAN**—Supply of machinery and plant for maintenance of railcars. Tender No. PR-I/66/PMP/26/RC, bid deadline Mar. 4. Government of West Pakistan Railway Dept. (Railway Board) P. W. R. Headquarters, Empress Road, Lahore, West Pakistan. Tender notice, specifications, and terms of payment may be reviewed only (not available for loan) in Rm. 4314, Transportation Equipment Division, BDSA-596, U.S. Department of Commerce, Washington, D.C.★ (202-WO 7-4816).

381 Engineering, laboratory, scientific research instruments

● **BURMA**—Supply of six silt samplers of three types with accessories. Tender No. 50 (T)/MCY-ESB/66-67, bid deadline Mar. 22. Controller of Stores, Central Stores Dept., Electricity Supply Board, Ahlone/Strand Rd., Rangoon.★ (Telephone: 202-WO 7-2939).

MALAYSIA—Drafting and drawing instruments; precision equipment for laboratory research, e.g. ratio boxes, bridges, standard resistances, galvanometers and potentiometers; school science and research equipment to cover physics, chemistry, biology, botany, geology, rubber, meterology, engineering, agriculture, medicine, geography and zoology; surveying equipment including measuring tapes, band chains and general survey equipment for road construction and forestry, also compasses, range finders, etc. Direct purchase and agency. General Scientific Company Limited (importer, wholesaler, retailer, indent agent), 206 Kwang Tung Bldg., 44 Jalan Pudu, Kuala Lumpur. WTD 5/15/66.

382 Instruments for measuring, controlling, indicating physical characteristics

GERMANY—Precision measuring and control manometers with accessories, precision micro pressure gauges and differential pressure gauges, electric control thermometers. Direct purchase and agency. Heinz Gehrmann (manufacturer, exporter), 7301 Deizisau ueber Esslingen/Neckar, Plochinger Strasse 34. WTD 1/67.

MALAYSIA—Equipment for laboratory testing and analysis of soil and concrete composition, stresses and strains of materials, load bearing factors for testing and analysis of petroleum and bituminous products. Direct purchase and agency. General Scientific Co. Ltd. (importer, wholesaler, retailer, indent agent), 206 Kwang Tung Bldg., 44 Jalan Pudu, Kuala Lumpur. WTD 5/15/66.

SWITZERLAND—Industrial process instruments, especially for electronics, mechanics, metalworking industries. Agency and direct purchase. R. Marchand & Cie SA (manufacturer, importer), 40 Rue du Stand, 1200 Geneva. WTD in preparation.

383 Optical instruments

MALAYSIA—Optical instruments. Direct purchase or agency. General Scientific Co. Ltd. (importer, wholesaler, retailer, indent agent), 206 Kwang Tung Bldg., 44 Jalan Pudu, Kuala Lumpur. WTD 5/15/66.

384 Surgical, medical, dental instruments

MALAYSIA—Dental equipment. Direct purchase and agency. General Scientific Co. Ltd. (importer, wholesaler, retailer, indent agent), 206 Kwang Tung Bldg., 44 Jalan Pudu, Kuala Lumpur. WTD 5/15/66.

PORTUGAL—Industrial protective masks. Direct purchase and agency. Pemar-Sociedade de Representacoes SARL (importer, distributor), Largo do Figueiredo 7, Lisbon 3. WTD in preparation.

385 Ophthalmic goods

PORTUGAL—Goggles, eye protectors, lenses. Direct purchase and agency. Pemar-Sociedade de Representacoes SARL (importer, distributor), Largo do Figueiredo 7, Lisbon 3. WTD in preparation.

386 Photographic equipment, supplies

FRANCE—Microfilming cameras, outfits; closed circuit television cameras. Direct purchase and agency. Mundus-Color (manufacturer, importer, wholesaler, retailer), 71, Boulevard Voltaire, Paris, XI eme. WTD 3/9/66.

MALAYSIA—Diazo and ammonia plan printing machines. Direct purchase and agency. General Scientific Co. Ltd. (importer, wholesaler, retailer, indent agent), 206 Kwan Tung Bldg., 44 Jalan Pudu, Kuala Lumpur. WTD 5/15/66.

NETHERLANDS—Electrostatic photocopying machines for office use. Direct purchase and agency. Ruys Handelsvereniging N.V. (importer, wholesaler), 17 Lange Voorhout, The Hague. WTD 4/29/66.

394 Toys, amusements, sporting, athletic goods

FRANCE—Toys, such as toy furniture, doll carriages, carts; construction sets, mechanical trains, musical instruments; dolls, doll parts and clothing; stuffed toy animals. Direct purchase and agency. Etablissements Istrad (importer, wholesaler), 22, Rue Vignon, Paris, 9e. WTD 8/16/66.

Pin-ball machines for private use. Ets. Le Cosaque (importer, wholesaler), 75, Faubourg St-Antoine, Paris, XI eme. WTD 5/23/66.

SWITZERLAND—Games, toys, sporting goods, esp. novelties, all kinds. Direct purchase and agency. H. Disler, Import-Export (importer, distributor), 31 Chemin Fontanettaz, 1012 Lausanne. WTD in preparation.

VENEZUELA—Educational toys. Requests replies in Spanish. Hobby Center, C. A. (importer, distributor, sales agent), Calle Union de Sabana Grande, Edificio Don Laureano, Local 1, Caracas. WTD 7/25/66.

396 Costume jewelry, novelties, buttons, notions

FRANCE—Costume jewelry, novelties; ornaments. Direct purchase and agency. Etablissements Istrad (importer, wholesaler), 22, Rue Vignon, Paris, 9e. WTD 8/16/66.

SWITZERLAND—Costume jewelry, notions, novelties. Direct purchase and agency. H. Disler, Import-Export (importer, distributor), 31 Chemin de Fontanettaz, 1012 Lausanne. WTD in preparation.

399 Manufacturing industries

FRANCE—Toilet brushes. Direct purchase and agency. Francis Gabizon (importer, dealer), 75, Rue Lamarck, 75-Paris (18). WTD 5/26/66.

Perfume atomizers; metal combs. Direct purchase and agency. Francis Gabizon (importer, dealer), 75, Rue Lamarck, 75-Paris (18). WTD 5/26/66.

Bazaar fancy wares, novelty articles, baubles, related items, including amusement articles. Requests replies in French. Comptoir Carolo (Emile Linchet) (dealer), 27 Rue Clement-Thomas, 33- Libourne, Gironde. WTD 8/20/66.

Plastic advertising novelties. Requests replies in French. Manufacture d'Articles Industriels M.A.I. (importer, manufacturer, wholesaler), 16, Rue Henri Gautherot, Gentilly (Val de Marne). WTD 11/21/66.

Cigarette holders, cigarette lighters, metal combs, perfume atomizers, to be sold as gift articles. Direct purchase and agency. Etablissements Istrad (importer, wholesaler), 22, Rue Vignon, Paris, 9e. WTD 8/16/66.

SWITZERLAND—Novelties, notions, handicrafts, giftware; wood, leather, plastic, ceramic, all kinds. Direct purchase and agency. H. Disler, Import-Export (importer, distributor), 31 Chemin Fontanettaz, 1012 Lausanne. WTD in preparation.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

JORDAN—Sardines in olive or peanut oil canned in lithographed tins, 4¾ oz. net weight. Adeeb A.R. Amiri & Co. (commission agency), P.O.B. 1555, Amman. WTD 1/24/67.

221 Broad woven fabric mills, cotton

FRANCE—Cotton fabrics for manufacturing of men's, women's apparel. Requests replies in French. Ets. Jore (dealer), 21, Rue Georges d'Amboise, 76 Rouen. WTD 1/21/66.

222 Broad woven fabric mills, manmade fiber, silk

FRANCE—Nylon and other synthetic fabrics for manufacturing of men's, women's apparel. Requests replies in French. Ets. Jore (dealer), 21, Rue Georges d'Amboise, 76 Rouen. WTD 1/21/66.

ITALY—Plain and printed paper fabric for women's clothing. Exclusive agency. Guido Caretto (agent), Corso Re Umberto 5 bis, Torino. WTD 1/67.

223 Broad woven fabric mills, wool

FRANCE—Woolen fabrics, all kinds, for manufacturing of men's, women's apparel. Requests replies in French. Ets. Jore (dealer), 21, Rue Georges d'Amboise, 76 Rouen. WTD 1/21/66.

224 Narrow fabrics, other smallwares mills

HONG KONG—Cotton or nylon corset laces and elastics. Exclusive agency. Anglo-Rex & Co. (importer, agent, wholesaler, retailer, exporter), P.O. Box 15535. WTD in preparation.

SWITZERLAND—Electric insulating materials. W. Moor, AG (agent, distributor, importer), Bahnstrasse 58, 8105 Regensdorf. WTD 2/2/67.

225 Knitting mills

FRANCE—Knitted fabrics for manufacturing of women's apparel. Requests replies in French. Ets. Jore (dealer), 21, Rue Georges d'Amboise, 76 Rouen. WTD 1/21/66.

JORDAN—Men's stockings. Adeeb A.R. Amiri & Co. (commission agency), P.O. Box 1555, Amman. WTD 1/24/67.

228 Yarn, thread mills

HONG KONG—Knitting yarn, wool. Agency. Anglo-Rex & Co. (importer, agent, wholesaler, retailer, exporter), P.O. Box 15535. WTD in preparation.

229 Textile goods

FRANCE—Cotton, wool non-woven fabrics. Requests replies in French. Ets. Jore (dealer), 21, Rue Georges d'Amboise, 76 Rouen. WTD 1/21/66.

249 Wood products

FRANCE—Cork floor tiles. Service Batiment, S.A. (importer, wholesaler), 54 Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

262 Paper mills

JORDAN—Duplicating supplies suitable for use in Model 1385 and 1318 Xerox. Wafa Dajani & Sons Co. Ltd. (import agencies), P.O. Box 33, Amman. WTD 5/12/66.

264 Converted paper, paperboard products

THAILAND—Celluloid index tabs; requires c & f Bangkok prices. Exclusive agency. D.H.A. Siamwalla Ltd. (importer), 210 Suriwongse Rd., Bangkok. WTD 11/10/66.

272 Periodicals

COLOMBIA—Representation for subscription to general interest and entertainment magazines. Alex Schuttmann & Cia. (manufacturers' representative), Edificio Tequendama No. 602, Medellin. WTD 1/11/67.

FRANCE—American publication; subscriptions only. Dawson France (publishers' shipping service), 4, Fbg Poissonniere, Paris, 10e. WTD 8/9/65.

281 Industrial chemicals

ITALY—Activated carbon, catalysts, activated alumine. Marbo, s.a.s. (distributor, representative), Via Pisacane, Pero (Milan). WTD 10/21/66.

JORDAN—N. Butyl alcohol CH3, CH2, CH2OH, butanol normal 98/100%. Trade & Commission Resources (import agency, commission), P.O.B. 1957, Amman. WTD 1/25/67.

PAKISTAN—Chemicals and dyes for use in textile industry. Requests catalogs, quotations, c. & f., Karachi. M. Hanifjee Sons (importer), Bellasis St., New Chali, P.O. Box No. 4026, Karachi. WTD 1/67.

282 Synthetic materials

FRANCE—Polyesters for floor coverings. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

HONG KONG—Polyethelyne for manufacturing plastic flowers. Exclusive agency. Heera Trading Co. (HK), Ltd. (importer, wholesaler, exporter), P.O. Box 817, Hong Kong. Cable: Heeraco. WTD 12/20/66.

283 Drugs

DOMINICAN REPUBLIC—Raw materials for pharmaceutical preparations. Johansen & Co., C. por A. (importer, retailer, commission agent), P.O. Box 85, Santo Domingo. WTD in preparation.

ITALY—Medical, aromatic herbs. Dr. S. Brunetto (distributor) Via Benedetto Marcello 20, Milan. WTD 5/16/66.

284 Soaps, detergents, cleaning preparations, perfumes, cosmetics

DOMINICAN REPUBLIC—Raw materials for cosmetics. Johansen & Co., por A. (importer, retailer, commission agent), P.O. Box 85, Santo Domingo. WTD in preparation.

285 Paints, varnishes, lacquers, enamels

FRANCE—Paints in paste and ready mixed form, waterproof paints. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

306 Fabricated rubber products

FRANCE—Rubber flooring, tiles or sheets. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

307 Plastic products

FRANCE—Vinyl floor tiles. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

Plastic moldings, for electrical and electronic uses. Requests replies in French. Coper

S.A. (manufacturer, dealer), 296, Avenue Henri-Barbusse, 91 Draveil (Essonne). WTD 4/13/66.

314 Footwear, except rubber

FRANCE—Ladies' shoes. Style de Paris (importer, manufacturer, wholesaler), 18, Rue Melingue, Paris, 19e. WTD 10/28/66.

IRAN—All sizes of machine made rubber and leather shoes for men, women, children; also industrial footwear. Shoe Melli Co. (manufacturer), South of Mehrabad Airport or P.O. Box 2380, Tehran. WTD 5/23/66.

JORDAN—Children, men, women, misses' shoes; women's, misses' slippers. Adeeb A.R. Amiri & Co. (commission agency), P.O. Box 1555, Amman. WTD 1/24/67.

322 Glass, glassware

FRANCE—Glass containers; glassware for packing, bottling, home canning, art, decorative, novelty glassware. Jean-Claude Dussart (importer, dealer, agent, commission merchant), 46, Rue de Paradis, Paris, Xeme. WTD 1/14/66.

323 Glass products

FRANCE—Decorated glassware. Jean-Claude Dussart (importer, dealer, agent, commission merchant), 46, Rue de Paradis, Paris, Xeme. WTD 1/14/66.

325 Structural clay products

FRANCE—Ceramic wall tiles. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

Structural clay floor tiles. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

327 Concrete, gypsum, plaster

FRANCE—Precast concrete blocks for floor coverings; gypsum wallboards; floor tiles (precast terrazzo). Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

329 Abrasive, asbestos, nonmetallic mineral products

FRANCE—Vinyl asbestos floor tiles, asbestos-cement wall boards. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

ITALY—Carborundum melting pots. Marbo, S.a.s. (manufacturer, representative), Via A. Pisacane, Pero (Milan). WTD 10/21/66.

331 Steel mill products

GREECE—Stainless steel sheets, polished for cutlery industry. Requests price quotations. Leon D. Saltiel (commission agent), 36 Frangon St., Thessaloniki. WTD 5/10/65.

PAKISTAN—Tin plate, black plate, terne plate, other tin mill products. Requests catalogs, quotations, c. & f., Karachi. Taseer Sons (importer), 5 Nadir House, McLeod Rd., Karachi. WTD 2/25/66.

342 Cutlery, hand tools, general hardware

COLOMBIA—Mechanics' and service tools, pliers, ball peen hammers, wrenches, screw drivers, automobile jacks, mechanical, etc. Alex Schuttmann & Cia. (manufacturers' representative), Edificio Tequendama No. 602, Medellin. WTD 1/11/67.

VENEZUELA—General hardware, shelf hardware, tools, locks, builders' hardware, screw machine products, etc. Sales agency for country. Requests replies in Spanish. Manuel Laguna del Fresno (sales agent), Edificio Los Andes, esquina Avenida Acacias, Calle Real de Sabana Grande, Caracas. WTD 1/26/67.

344 Fabricated structural metal products

FRANCE—Sheet metal wall tiles. Service Batiment, S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

349 Fabricated metal products

THAILAND—Moulding board for making rubber stamps; requires c. & f. price quotations. Exclusive agency. D. H. A. Siamwalla Ltd. (importer), 210 Suriwongse Rd., Bangkok. WTD 11/10/66.

351 Engines, turbines

FRANCE—Steam generators, all categories, models, for public works and industrial applications. Requests replies in French. S.P.O.M.E. (Societe Parisienne d'Outillage et Materiel d'Entreprise) (dealer, sales agent), 38 Rue Roquelaine; 31—Toulouse, Haute-Garonne. WTD 8/1/66.

353 Construction, mining, materials handling machinery

FRANCE—Belt conveyor systems, for general industrial use; industrial cranes, overhead traveling cranes, hoists, monorail systems. Requests replies in French. Andre Paulet (Representations Industrielles) (sales agent), 16, Rue du Docteur-Charcot, 59 Marcq-en-Baroeul. WTD 5/24/66.

354 Metalworking machinery

ITALY—Machinery, equipment for iron-metallurgy concerns. CMFT Carlo Moris "Foreign Trade" (agent), Via Giannone 1, Torino. WTD 1/24/67.

355 Special industry machinery

COLOMBIA—Commercial food products machinery and parts; other industrial food products machinery and parts, including meat and poultry packing plant machinery, equipment, fruit, vegetable canning and packing machines; parts, attachments for textile machinery. Alex Schuttmann & Cia. (manufacturers' representative), Edificio Tequendama No. 602, Medellin. WTD 1/11/67.

ENGLAND—Equipment for beverage industries. John C. Carlson Ltd. (manufacturer), Newman St., Ashton-under-Lyne, Lancashire. WTD 1/30/67.

PAKISTAN—Textile machinery, fiber to fabric, yarn preparing, fabric, bleaching, dyeing and finishing machinery. M. Hanifjee Sons (importer), Bellasis St., New Challi, P.O. Box No. 4026, Karachi. WTD 1/67.

356 General industrial machinery

COLOMBIA—Packaging and wrapping machines, bag and pouch forming, filling, and sealing machines. Alex Schuttmann & Cia. (manufacturers' representative), Edificio Tequendama No. 602, Medellin. WTD 1/11/67.

ENGLAND—Filtration equipment excluding sheet filters, pressure leaf filters, filter presses, candle filters. John C. Carlson Ltd. (manufacturer), Newman St., Ashton-under-Lyne, Lancashire. WTD 1/30/67.

357 Office, computing, accounting machines

JORDAN—Spirit duplicating machines (banda type). Wafa Dajani & Sons Co. Ltd. (import agencies), P.O.B. 33, Amman. WTD 5/12/66.

NETHERLANDS—Computer fringe equipment, especially input, output apparatus and components. Exclusive agency for Benelux countries. Forward detailed descriptive literature. ANRU N.V. (importer, distributor, exporter, agent), 80 Wijnhaven, Rotterdam. WTD 1/67.

362 Electrical industrial apparatus

AUSTRALIA—Electric motors, over 500 horsepower, made to British standards. Noyes Bros. Pty. Ltd. (importer, manufacturer, manufacturers' representative), Frederick St., St. Leonards, N.S.W. WTD 5/2/66.

FRANCE—Industrial controls, control accessories; electric and electronic. Requests replies in French. Andre Paulet (Representations Industrielles) (sales agent), 16, Rue du Docteur-Charcot, 59 Marcq-en-Baroeul. WTD 5/24/66.

NETHERLANDS—Advanced electronic measurement and control equipment and components. Exclusive agency for Benelux countries. Forward detailed descriptive literature. ANRU N.V. (importer, distributor, exporter, agent), 80 Wijnhaven, Rotterdam. WTD 1/67.

SWITZERLAND—Integrated circuits, semimanufactures and components for electric industry, power plants. W. Moor AG (agent, distributor, importer), Bahnstrasse 58, 8105 Regensdorf. WTD 2/2/67.

363 Household appliances

FRANCE—Washing machines, for household use. Requests replies in French. SODAME—Ste pour la diffusion des Applications Modernes de l'Electricite (sales agent), 102, Avenue de Villiers, Paris, 17e. WTD 4/22/66.

Household cooking equipment, appliances: ranges, hot plates, grills, percolaters, toasters, food mixers, coffee makers, etc. Guy Karsenti (importer, wholesaler, commission merchant), 17, Rue Mesnil, Paris, 16eme. WTD 3/7/66.

364 Electric lighting, wiring equipment

SWITZERLAND—Electric conduits, all kinds; electric joints (connectors, terminals, plugs). W. Moor AG (agent, distributor, importer), Bahnstrasse 58, 8105 Regensdorf. WTD 2/2/67.

365 Radio, television receiving sets

FRANCE—Radio, television sets. Requests replies in French. SODAME—Ste pour la diffusion des Applications Modernes de l'Electricite (sales agent), 102, Avenue de Villiers, Paris, 17e. WTD 4/22/66.

Radio, television receiving sets. Guy Karsenti (importer, wholesaler, commission merchant), 17, Rue Mesnil, Paris, 16eme. WTD 3/7/66.

GERMANY—Amplifiers, loudspeaker boxes for musical instruments. Willy Keylwerth (wholesaler, importer, exporter, sales agent), 6085 Nauheim b. Gross Gerau, P.O.B. 73. WTD 5/10/66.

366 Communication equipment

FRANCE—Electronic industrial control equipment; electronic speed controllers. Requests replies in French. Andre Paulet (Representa-

tions Industrielles) (sales agent), 16, Rue du Docteur Charcot, 59 Marcq-en-Baroeul. WTD 5/24/66.

PAKISTAN—Microwave communication equipment. Requests catalogs, quotations c. & f., Karachi. Taseer Sons (importer), 5 Nadir House, McLeod Rd., Karachi. WTD 2/25/66.

367 Electronic components, accessories

FRANCE—Radio, television receiving type tubes; television receiving type cathode ray tubes. Guy Karsenti (importer, wholesaler, commission merchant), 17, Rue Mesnil, Paris, 16eme. WTD 3/7/66.

Electronic components, such as specialty resistors for electronic and products, solid state electronic devices and similar devices, inductors, electronic transformers, capacitors. Societe Stockli (manufacturer, dealer), 18, Rue Galilee, 93 Montreuil. WTD 3/17/66.

Electronic components, such as metal resistors, micro-circuits. Etablissements Geka (manufacturer, dealer), 41, Avenue du General-Leclerc, 92 Le Plessis-Robinson. WTD 1/13/66.

NETHERLANDS—Components for electronic control and measuring equipment, especially solid state amplifiers, pulse generators, micro-miniature push buttons, reed relays and switches; microwave components, instruments and equipment with frequency range from about 40 Gc and higher; related commodities. Exclusive agency for Benelux countries. Forward detailed technical catalogs. N. V. Technische Handelsonderneming "Coimex-Vlaardingen," (importer, exporter, agent), 11 Veldweg, Hattem. WTD 1/67.

381 Engineering, laboratory, scientific, research instruments

FRANCE—Technical advertising equipment; slide-rules, cursors, circular slide-rules, nomograms, etc. Etienne Magdelaine (importer, dealer, agent), 209, Rue des Pyrenees, Paris, 20e. WTD 5/24/66.

SWITZERLAND—All types of semiconductors (electronics). W. Moor AG (agent, distributor, importer), Bahnstrasse 58, 8105 Regensdorf. WTD 2/2/67.

NETHERLANDS—Oceanographic research equipment and apparatus, especially velocity meters, echo-sounders, salinometers, under water cameras, etc.; automatic titration equipment; micro-miniature liquid flow meters; related commodities. Exclusive agency for Benelux countries. Forward detailed technical catalogs. N.V. Technische Handelsonderneming "Coimex-Vlaardingen" (importer, exporter, agent), correspondence address: 11 Veldweg, Hattem. WTD 1/67.

382 Instruments for measuring, controlling, indicating physical characteristics

NETHERLANDS—Pneumatic instruments and apparatus for process control; check weighers; related commodities. Exclusive agency for Benelux countries. Forward detailed technical catalogs. N. V. Technische Handelsonderneming "Coimex-Vlaardingen" (importer, exporter, agent), 11 Veldweg, Hattem. WTD 1/67.

384 Surgical, medical, dental instruments

ITALY—Dental supplies. Dr. S. Brunetto (distributor), Via Benedetto Marcello 20, Milan. WTD 5/16/66.

VENEZUELA—Personal safety equipment for workers. Sales agency for country. Requests replies in Spanish. Manuel Laguna del Fresno (sales agent), Edificio Los Andes, esquina Avenida Las Acacias, Calle Real de Sabana Grande, Caracas. WTD 1/26/67.

391 Jewelry, silverware, plated ware

FRANCE—Flatware; silver, stainless. Requests replies in French. Usines J. Simon—Usines Metallurgiques de Quingey (dealer, manufacturer), 34, Rue de Turin, Paris, 8e. WTD 11/7/66.

393 Musical instruments, parts

GERMANY—All sorts of musical instruments, including electronic organs, excluding pianos. Willy Keylwerth (wholesaler, importer, exporter, sales agent), 6085 Nauheim b. Gross Gerau, P.O.B. 73. WTD 5/10/66.

396 Costume jewelry, novelties, buttons, notions

HONG KONG—Metal and plastic buttons, all types, sizes. Exclusive agency. Anglo-Rex & Co. (importer, agent, wholesaler, retailer, exporter), P.O. Box 15535. WTD in preparation.

399 Manufacturing industries

FRANCE—Linoleum, asphalted-felt-base floor coverings. Service Batiment S.A. (importer, wholesaler), 54, Boulevard de la Chapelle, Paris, 18e. WTD 10/12/66.

509 Wholesalers

ITALY—Minerals, metals and ferro-alloys, except scrap. CMFT Carlo Moris "Foreign Trade" (agent), Via Giannone 1, Torino. WTD 1/24/67.

Leads for Importers

Commodities are offered direct unless specified

201 Meat products

FRANCE—Sausage casings (hog, "menus de porc"), other categories sausage casings, including salted products. Wholesale exportation. Boyauderie Bordelaise, S.A. (processors, wholesalers, importers, exporters), 41 Rue du Serporat, 33- Bordeaux, Gironde. WTD 6/13/66.

208 Beverage industries

FRANCE—French liqueurs, such as apricot; cherry; and peach-brandy; "Cacao Raissac", and others, in 75-centiliter glass bottles. Requests replies in French. Raissac (Ets.) (manufacturers, wholesalers, exporters), 27 Avenue de Toulouse, 31-Revel, Haute-Garonne. WTD 1/24/67.

225 Knitting mills

KOREA—Sweaters, fur blend yarn (70% virgin wool, 20% angora, 10% nylon). Firm willing to appoint distributor on East and West Coast areas. Dae Kyo Co., Ltd. (importer, exporter), Rm. 513 Hae Nam Bldg., 70-5, 2-ka, Taepyung-ro, Chung-ku, Seoul. (Central P.O. Box 345 Seoul). WTD 4/26/66.

240 Lumber products

IVORY COAST—Sawn tropical timber. Scierie d'Agnibilekrou (importer), B.P. 39, Agnibilekrou, Attn: Mr. Nouhad Wahab. WTD 1/9/67.

315 Leather gloves, mittens

PORTUGAL—Leather work gloves, mittens. Pemar-Sociedade de Representacoes (manufacturer, importer, distributor). Largo do Figueiredo 7, Lisbon 3. WTD in preparation.

328 Cut stone products

COLOMBIA—Marble, high quality, approximately 500 tons available monthly. Luis E. Tovar Espinosa (building contractor), Carrera 6, No. 14-72, Of: 1103, Bogota. WTD in preparation.

384 Surgical, medical, dental instruments

PORTUGAL—Protective clothing such as leather, plastic and asbestos jackets, aprons, suits, leggings. Pemar-Sociedade de Representacoes, SARL (manufacturer, importer, distributor), Largo do Figueiredo 7, Lisbon 3. WTD in preparation.

505 Farm products, raw materials

IRAQ—Animal tanned skins, casings, bones, horns. Al-Ha'ri General Trading Co., Majid Saloomy Bldg., Ashar, Basra. WTD 1/67.

MALAYSIA—Hog bristles, approximately 100,000 lbs. per month. Choo Fatt (exporter), 90 Cross St., Kepong, Selangor. WTD 1/16/67.

509 Wholesalers

COLOMBIA—Tropical flowers, approximately 100 dozen available per week. Jardines Tocarema (florist), Ana Salazar de Martinez, Avenida Caracas, No. 36-36, Bogota. WTD in preparation.

Construction Awards

CANADA—A list of firms awarded contracts by various Canadian Government Agencies (Transport, Public Works, Defense) during December 1966 and January 1967 is available on loan to U.S. firms from the U.S. Department of Commerce, Trade Opportunities Staff, BDSA-624, Washington, D.C. 20230.

VENEZUELA—Results of the international bid call by the Instituto Venezolano de Petroquimica (IVP) for construction of an ammonia plant have been announced. However, no date was set for the award. Lowest bid was by Mitsubishi, of Japan, at $11,980,000, with completion in 25 months.

The Inter-American Development Bank will assist in the financing of this 200,000 MT capacity plant which will be part of the IVP's Morón Complex.

New Books and Reports

***World Trade Data Yearbook, 1967.* Published by Dun & Bradstreet Publications Corp. New York. $5**

This is the 17th edition of this annual reference volume of data for international businessmen. A joint project by the editors of *Business Abroad* and the *Exporters' Encyclopaedia*, the book is designed as a guide to four major areas of trade interest: marketing, finance, communication and transportation.

Included are summaries of trends in each of these areas, lists, tables and directories of pertinent reference data.

Write: Dun & Bradstreet Publications Corp., 466 Lexington Ave., New York, N.Y. 10017.

***Sources for Trademark Information.* Published by the U.S. Trademark Assoc. New York. $5.**

This reference work is a comprehensive list of services, files and publications for checking trademarks, both within a given industry and in general categories. It is particularly helpful as a source for common law (unregistered) marks.

The volume is contained in an expanding folder for easy supplementation.

The sources list includes a bibliography of publications and journals of a general trademark nature and a catalog by subject headings of the extensive reference files at the U.S. Trademark Assoc. offices, which are available to anyone seeking trademark information.

Write: U.S. Trademark Assoc., 6 East 45th St., New York, N.Y. 10017.

***Financing the Small Manufacturer in Developing Countries.* By Robert W. Davenport. Published by McGraw-Hill Book Company. New York. 1967. 385pp. $12.**

This book is based on Dr. Davenport's studies of actual operation of financial institutions and business enterprises in a variety of countries, and on his firsthand knowledge of the comparative economic, political, social and cultural environments of these countries. Although the author, who is senior economist at the Stanford Research Institute, is primarily concerned with the financing of small manufacturers, he covers all major types of financing and all major institutional channels.

He analyzes the exact nature of the financing problems which arise from the smallness of the applicant firm or the state of development in the country of operation, and details the possibilities of improving financing. Numerous case examples are provided to show the various capabilities of different types of financing, such as private finance companies and semi-official and official development banks.

Dr. Davenport makes suggestions on two critical aspects of financing operations: the evaluation of applications and the follow-up to assure appropriate use and repayment.

Write: McGraw-Hill Book Information Service, 327 West 41st St., New York, N.Y. 10036.

Economic summaries

Seventeen economic summaries prepared by U.S. commercial officers abroad are now available. The price is $1.50 each.

Reports for the third quarter of 1966: **France** (DIB 66-821, 10pp.); **Guatemala** (DIB 66-822, 12pp.); **Honduras** (DIB 66-823, 17pp.); **India** (DIB 66-824), 20pp.); **Indonesia** (DIB 66-825, 19pp.); **Iran** (DIB 66-826, 21pp.); **Italy** (DIB 66-827, 20pp.); **Japan** (DIB 66-828, 18pp.); **Lebanon** (DIB 66-829, 24pp.); **Malaysia** (DIB 66-830, 17pp.); **Morocco** (DIB 66-831, 11pp.); **Netherlands** (DIB 66-832, 7pp.); **Norway** (DIB 66-833, 14pp.); **Paraguay** (DIB 66-834, 10pp.); **El Salvador** (DIB 66-835, 10pp.); **Spain** (DIB 66-836, 13pp.)

For October 1966: **Brazil** (DIB 66-820, 14pp.)

Write: Clearinghouse for Federal Scientific and Technical Information, U.S. Department of Commerce, Springfield, Va. 22151 (Attn: Code 410.66.)

***A Market for U.S. Products in Chile.* U.S. Dept. of Commerce, Washington, D.C. 1966. 112pp. $1.**

According to this report, Chile is recovering from the economic ills that were compounded by earthquakes, fire and floods in the early 1960s, and today offers a thriving market for U.S. exports, particularly capital goods.

A significant factor has been the upward trend in the U.S. share of the Chilean market. U.S. financial assistance to the South American country will continue to play an important part in its development, and in financing U.S. exports to Chile.

Chile is now in the midst of a 10-year development plan emphasizing expansion of the nation's copper industry, especially through 1968. This emphasis will increase investment in other fields and further stimulate imports. Government projects in petrochemicals and power also loom as important stimulants.

Write: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any U.S. Dept. of Commerce Field Office.

***Survey of 1966-67 Markets and Business Year Book.* Edited by B. M. Hamilton. Published by Maclean-Hunter Publishing Co. Ltd. Canada. 300pp. $6.**

This is the latest annual market survey of Canada's provinces, cities and towns, with special reviews of the major economic and business indicators of the nation.

The survey also contains an exclusive guide to buying power by market area, prepared by computer.

Special sections are included on the consumer market, market survey by region, national affairs survey, national industrial surveys by primary and service industries and by manufacturing industries.

Write: Maclean-Hunter Publishing Co. Ltd., 481 University Ave., Toronto 2, Canada, or 2055 Peel St., Montreal 2, Canada.

New Air France booklets on air shipment of equipment

A kit of four booklets covering all aspects of shipping machinery and transport equipment by air has been produced by Air France. The kit is the first in a series called **Commodities in Progress.**

Each of the booklets gives specific details on shipping machinery and transport equipment, such as the trade potential for the many items in the commodity category, customs formalities and banking procedures including dollar conversion tables for major countries, tariffs and distribution costs, and the airline's cargo network and facilities around the world.

Copies of the **Commodities in Progress** kit covering machinery and transport equipment are available without charge. **Write:** Air France, (FG) Box 707, New York, N.Y. 10011.

☆ U. S. GOVERNMENT PRINTING OFFICE: 1967—251-960/32

Calendar *for international traders*

ATLANTA—Feb. 23—In-Office Export Conference, Commerce Field Office. Sponsors: Commerce Field Office; REEC.

BETHLEHEM, Pa.—Mar. 1—Monthly meeting of Lehigh Valley World Trade Assn, Holiday Inn, 6 p.m.

BOSTON—Feb. 23—Conference on "How to Sell Abroad under AID Financing Programs," International House, World Trade Center in New England, Inc., 2:45 p.m. Sponsors: World Trade Center; REEC, Commerce Field Office.

CEDAR RAPIDS, Iowa—Feb. 21—Foreign Trade Bureau meeting, Roosevelt Hotel, 6 p.m. Sponsor: Chamber of Commerce.

CHICAGO—Mar. 1—In-Office Meeting, Commerce Field Office. Sponsor: REEC; U.S. Department of Commerce.

CHICAGO—Mar. 1—Principles & Techniques in Exporting, "Entering Export Markets," 6:15 p.m., Lighting Institute Auditorium. Sponsor: International Trade Club.

CINCINNATI—Feb. 23—"U.S. Department of Commerce Night," Sheraton Gibson Hotel. Sponsors: World Trade Club of Greater Cincinnati Chamber of Commerce; Commerce Field Office.

CLEVELAND—Feb. 28—Meeting focusing attention on Latin America, Chamber of Commerce, 10:30 a.m. Sponsors: Commerce Field Office; REEC; World Trade Assn.

CLEVELAND—Mar. 3—World Trade Luncheon. Sponsor: World Trade Assn.

CLEVELAND—Mar. 8—Export Expansion Workshop Series, National City Bank Bldg., 10 a.m. Sponsor: Commerce Field Office.

DALLAS—Feb. 21—In-Office Workshop. Sponsors: REEC; Commerce Field Office.

DALLAS—Feb. 24—Management Training Seminar in Export Trade, University of Dallas. Sponsors: University of Dallas; Chamber of Commerce; REEC; Commerce Field Office.

DETROIT—Feb. 24—Businessmen's consultations with Messrs. Bjorn Andersen and Robert Hanson, members of Oct. 1966 Trade Mission to Hungary and Bulgaria. By appointment only. Contact Detroit Field Office.

DETROIT—Feb. 28—Export Marketing Workshop, 9:15 a.m.-12:15 p.m., rm. 456, Federal Bldg. Sponsors: REEC; Commerce Field Office.

HACKENSACK, N.J.—Feb. 28—"Profits in Exports" meeting, Bergen County Chamber of Commerce. Sponsors: Bergen County Chamber of Commerce; New York Field Office, U.S. Department of Commerce.

KANSAS CITY—Feb. 23—In-Office Workshop for New Exporters, Federal Office Bldg. Sponsors: REEC; Commerce Field Office.

LAFAYETTE, La.—Feb. 22—Fifth annual conference on exporting, University of Southwestern Louisiana. Sponsors: the university; Louisiana-Mississippi REEC; Chamber of Commerce; Commerce Field Office.

LOS ANGELES—Feb. 24—Export Expansion Seminar, Commerce Field Office, 9:30 a.m. Sponsor: Commerce Field Office.

MEMPHIS—Feb. 21—World Trade Club, Hotel Claridge. Speaker: Ned Cook, President of Cook & Co., Inc.

MIAMI—Feb. 21—In-Office Export Workshop, Commerce Field Office, 10:30 a.m. Sponsors: Commerce Field Office; REEC.

MINNEAPOLIS—Mar. 8—Minnesota World Trade Assn. monthly dinner meeting.

MOBILE—Feb. 1-28—Product Exhibit for Alabama Manufacturing Exporters at International Trade Center. Sponsors: Alabama Export Council, Alabama State Docks, Commerce Field Office.

NASHVILLE—Feb. 28—Middle Tennessee Export Marketing Seminar, Hermitage Hotel. Sponsors: Middle Tennessee Exporters' Roundtable; REEC; Nashville Chamber of Commerce.

NEW YORK—Feb. 20—American Paper Institute, "Government Services Available to Help the Paper Industry Move its Products Abroad," Waldorf Astoria. **Speaker: Archie M. Andrews, Bureau of International Commerce, U.S. Department of Commerce.**

NEW YORK—Feb. 21—FCIB Hardware Automotive & Allied Trades Group, 12:30 p.m., Advertising Club. Sponsor: Foreign Credit Interchange Bureau.

NEW YORK—Feb. 22-24—AMA briefing session on "Doing Business in and with Mexico," Hotel Pierre. Sponsor: American Management Assn.

ORLANDO, Fla.—Feb. 23—Export Training Program, 2900 West Oak Ridge Rd. Sponsors: Orange County Public School System; World Trade Club of Central Fla.; REEC; Jacksonville Field Office, U.S. Department of Commerce.

PASSAIC, N.J.—Feb. 23—"Profits in Exports" meeting, Chamber of Commerce; Commerce Field Office, New York.

PROVIDENCE—Feb. 21—Dinner meeting on trade exhibits, Providence World Trade Club, The Hummocks Restaurant.

ST. LOUIS—Feb. 21—"Show You" Export Workshop, Auditorium of the Federal Bldg. Sponsors: REEC; Commerce Field Office.

ST. LOUIS—Feb. 23—World Trade Club monthly dinner meeting, Holiday Inn Downtown.

SAN DIEGO—Feb. 21—Foreign Trade Seminar on "Techniques of Conducting Foreign Trade," 7 p.m. Sponsors: REEC; Chamber's World Trade Committee; San Diego State College.

SAN DIEGO—Feb. 28—Foreign Trade Seminar on "Doing Business with Mexico," 7 p.m. Sponsors. REEC; Chamber's World Trade Committee; San Diego State College.

WICHITA, Kan.—Feb. 23—In-Office Workshop for New Exporters, Chamber of Commerce. Sponsors: Kansas City Field Office, U.S. Department of Commerce; REEC.

YORK—Feb. 21—Monthly meeting of World Trade Council, Chamber of Commerce.

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